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(CENTRAL GOVERNMENT)
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23rd April, 2024

Permanent Secretaries, Heads of Department and Chief Executive Officers are asked to invite applications from suitably qualified officers in their Ministries/Departments/Agencies to fill the **vacant post of Digital Communications Officer (MCG/IE 4)** in the **Public Education and Public Relations Unit, Trade Board Limited**, salary range \$4,266,270 - \$5,737,658 per annum.

Job Purpose

Under the general direction of the Director, Public Education and Public Relations, and liaising with internal and external stakeholders, the incumbent will leverage the power of digital promotions and the TBL's communications strategy to raise brand awareness and stimulate increase in services provided to business interests locally, regionally and internationally.

This role will lead on managing and enhancing the TBL's digital assets as well as developing the TBL's image via the website and digital media channels through a robust social media management programme.

Key Responsibilities

Technical:

- Researches and acquires existing rates for proposed activities and contribute to the development of the Public Education and Public Relations' strategic and operational plans, budget and justification, for review by the Director, Public Education and Public Relations;
- Develops an Individual Work Plan which, is in alignment with the overall Operational Plan for the Department, to support performance evaluation;
- Develops TBL's Digital Media strategy;
- Prepares the layout/design of the TBL's Annual Report for review and feedback by the Director, Public Education and Public Relations;
- Leads the content calendar development process (including approvals) which should result in increased brand awareness, engagement levels and follower growth across all digital platforms;
- Leads the generation, creation, scheduling and supervision of engaging, creative and informative organic content across all major social media platforms;
- Develops and maintains a robust and innovative social media programme which includes organic and paid social media posts;
- Provides live digital coverage of events/activities that the TBL spearheads or participates in through tweets/photos/videos;
- Monitors social media platforms and responds promptly and appropriately to comments, messages, direct messages and identifies issues that require escalation;
- Spearheads an on-brand and integrated-marketing approach to content (working across all channels), whilst managing customer/stakeholder expectations as appropriate;
- Prepares monthly and annual Social Media Analytics Report that captures engagement - impressions, reach, frequency and likes;
- Co-ordinates aesthetically appealing and engaging PowerPoint presentations to stakeholders in person or online, as needed;
- Designs informational material such as special reports, brochures, booklets, flyers, posters, newsletters, press kits and any other such promotional material for dissemination to staff, customers and stakeholders;
- Designs the TBL's annual e-newsletters and disseminate to customers and stakeholders;
- Designs monthly email graphic to be disseminated via Mailchimp or any other suitable platform to customers and stakeholders;
- Utilizes information from email marketing database to disseminate monthly advisories or notifications to customers;
- Prepares press bites when requested for distribution to visiting journalists and other interest groups;
- Maintains up-to-date professional quality photographs for publication, when necessary.

- Supervises updates and makes edits to the TBL website in an agile manner that showcases current information to the various publics;
- Oversees the digital maintenance of the TBL app;
- Facilitates internal communication relating to the updating of email signatures and the editing/printing of business cards;
- Directs the creative design for internal communications, in collaboration with other teams and the Heads of Departments/Directors of various units (e.g. Export Certification, Licensing Certification and Enforcement, Information Systems and Records Management and Human Resource Management and Administration);
- Leads the creative design of interactive, engaging and on-brand PowerPoint presentations for the TBL;
- Keeps abreast of emerging digital media and web technologies.

Administrative:

- Analyzes the impact of social media activity through the use of an appropriate analytics software/programme to generate monthly and annual reports that provide a detailed assessment;
- Assesses the performance of social media platforms and apply the 'test, learn, refine' approach for future improvements;
- Contributes to the documentation system for the Unit by maintaining the document classification, filing, storage and retrieval system, as well as the security of reports, contracts, confidential files and documents;
- Oversees the procurement of various goods and services relating to the execution of core responsibilities.

Other:

- Executes any other duties that may be assigned from time to time by the Director, Public Education and Public Relations.

Required Knowledge, Skills and Competencies

- Highly efficient in the use of graphic design software such as the Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Creative Studio, Final Cut Pro and other technologies such as Microsoft office suite, database management, video conferencing applications;
- Excellent written communication skills for business, the web and social media;
- Excellent oral communication skills;
- Deep understanding of digital communications;
- Knowledge of web and multimedia communications;
- Excellent information gathering, research and analytical skills;
- Strong teamwork skills;
- Excellent planning, organization and time management skills;
- High level of confidentiality;
- Strong use of initiative and adaptability;
- Highly effective in utilizing tact and diplomacy;
- Integrity and ethics exercised in the performance of duties.

Minimum Required Qualification and Experience

- Bachelor of Arts (BA) in Digital Media Production, Integrated Marketing Communication, Media and Communications, Fine Arts, Communication Arts and Technology, Communication Studies or related field, from a recognized institution;
- Four (4) years' post qualification experience in a similar position, conceptualizing, designing, developing and evaluating social media content and other digital products.

Special Conditions Associated with the Job

- Must own and operate a reliable motor vehicle;
- Typical office environment with on-going interactions with critical stakeholders and meeting tight deadlines which will result in a high degree of pressure, on occasions;
- May be required to work beyond normal working hours, weekends and public holidays;
- Will be required to travel locally to capture photo and video footages at conferences, seminars, meetings, expos and other out-of-office activities;
- Normal physical demands.

Applications accompanied by résumés should be submitted **no later than Monday, 6th May, 2024 to:**

Director, Human Resource Management and Administration
The Trade Board Limited
10th Floor, Air Jamaica Building
72 Harbour Street
Kingston

Email: hrm@tradeboard.gov.jm

Please note that only short-listed applicants will be contacted.

Please visit our website at www.tradeboard.gov.jm for details relating to this position.

Please ensure that a copy of this circular is placed at a strategic position on the Notice Board of the Ministry/Department/Agency and brought to the attention of all eligible officers.



Desreen Smith (Mrs.)
for Chief Personnel Officer