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16th May, 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 **Public Relations Officer (MCG/IE 3)** in the **Accountant General's Department (AGD)**, salary range \$3,501,526 – \$4,709,163 per annum.

Job Purpose

Reporting to the Director, Communications and Customer Service, the Public Relations Officer is responsible for ensuring the Treasury meets or exceeds the information and other related needs of its customers and other stakeholders, by broadening public awareness of the existence and purpose of the AGD and fostering increased support and involvement in Treasury initiatives among stakeholders through increased awareness of Treasury issues, standards and developments.

Summary of the broad purpose of the position in relation to Government's goals and strategies:

- To co-ordinate and manage relationships with the AGD's stakeholders, securing a consistent interface between the Treasury and stakeholders;
- To build and maintain a positive image and public consciousness of the Treasury, its role, services, and achievements.

Key Responsibilities

Technical:

- Provides response to requests for information by the mass media and/or the general public in compliance with the Access to Information Act;
- Participates in the development and periodical updates of Communication and Public/Media Relations policies and procedures for the AGD and implements;
- Develops story angles and pitches proactively;
- Develops, circulates and distributes press releases/announcements;
- Prepares responses to requests from the media for information;
- Develops relations with the media, and serves as the AGD's Primary Media Contact;
- Co-ordinates press conferences and interviews, briefings and media events and assists Directors in preparing for them;
- Develops and implements Public Education/Information Programmes utilizing the mass media, including all electronic channels, and public fora to foster greater understanding and public awareness of the role and functions of the AGD and wider Treasury issues;
- Establishes social media presence (e.g. Facebook, Twitter, Blog, Youtube, etc.) and manages daily, including initiating/curating and posting relevant content, monitoring and responding to users, blogger outreach, engaging in dialogues and answering questions where appropriate, capturing customer online reviews, monitoring online ratings and responding accordingly, identifying threats and opportunities in customer generated content concerning the Treasury, and addressing/reporting notable threats;
- Co-ordinates community/parish based Public Relations and Information activities;
- Develops, reproduces and assists Technical Officers with the dissemination of informational and educational material including the AGD Newsletter, Policies and Standards for the operation of MDAs, directories and other information regarding national and community/parish based Treasury services;
- Develops and maintains editorial and graphical standards for public information to ensure clarity and a high standard of quality for all publications and communications originating from the AGD;
- Generates ideas, develops concepts, and writes copy for information and promotional material;

- Develops and/or reviews and maintains the content of the AGD's Website and social media in collaboration with all relevant staff for input of content, and technical assistance
- Participates in graphic design activities including co-ordination with external designers and Agencies;
- Liaises with external suppliers of Communications and Public Relations services;
- Assists with the production and dissemination of the Annual Report of the AGD;
- Prepares Monthly and Quarterly Reports along with any other reports as required
- Performs any other related duties that may be assigned from time to time.

Required Knowledge, Skills and Competencies

- **Oral and Written Communication:** The ability to communicate proficiently orally, in writing, and in one-on-one, face-to-face, with excellent public speaking skills
- **Use of Technology:** The ability to accept and implement information technology in work activities to enhance organisational performance
- **Customer and Quality Focus:** The ability to continuously ensure high standards of quality and service delivery to meet customers' expectations
- **Managing the Client Interface:** Ability to work effectively with others, both internal and external to the Department, to deliver acceptable, customer-oriented and high-quality service
- **Interpersonal skills:** The ability to display sensitivity towards others, interact collaboratively with colleagues, to build long term internal and external relationships, and gain support to achieve desired objectives
- **Collaboration and Teamwork:** The ability to be a collaborative business leader, and an inspiring professional who shows a genuine intention to participate and work co-operatively with others in pursuit of team goals
- **Strategic Vision:** The ability to develop a clear vision of the desired future state of the Department, demonstrate awareness of and or anticipate changing environmental trends, industry opportunities and threats/risks
- **Strategic Planning:** The ability to develop effective plans in keeping with the Department's objectives, including to effectively review policy issues, determine priorities, and set medium and long term goals
- **Change Management:** The ability to maintain effectiveness in a changing environment and the willingness to respond quickly and positively to change, and to lead others through change and manage their concerns
- **Performance Management:** The ability to align resources, systems, standards and activities to effectively, efficiently and consistently meet the goals and strategic objectives of the Department
- **Analytical Thinking, Decision Making, and Problem Solving:** The capacity to analyze problems promptly, choose between alternatives, and effect meaningful solutions
- **Leadership and Team Building:** The ability to provide vision, direction, allocate responsibilities, delegate and motivate staff in one's team, to include leading by example
- **Emotional Intelligence:** Possession of self-awareness, self-management, social awareness, and social skills – The ability to display behaviours appropriate to the AGD's business and social environment
- **Integrity:** The ability to consistently demonstrate sound ethical standards, observe the codes of conduct for employees and codes of professional practice, and show consistency between established values and behaviours, in order to build trust and credibility
- Ability to work effectively under pressure
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors and in successfully positioning subject matter with the media to achieve high-impact placements
- Creative and innovative in the use of new media technologies including social media
- In-depth knowledge and understanding of social media platforms

Minimum Required Qualification and Experience

- Bachelor's Degree in Mass Communications/Public Relations/Marketing/Journalism or related discipline from a recognized tertiary institution, or equivalent;
- Evidence of continuing professional development;
- Five (5) years' experience in Public Relations/Communications;
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media;
- Demonstrated experience co-ordinating a comprehensive strategic communication programme;

- Experience in planning, writing, editing, and producing newsletters, press releases, annual reports, and other print publications and directories.
- Creative and innovative in the use of new media technologies including social media.
- In-depth knowledge and understanding of Social Media platforms.
- Experience in planning, writing, editing, and producing newsletters, press releases, annual reports, and other print publications and directories.

Special Condition Associated with the Job

- Pressured working conditions with numerous critical deadlines.

Applications accompanied by résumés should be submitted **no later than Thursday, 30th May, 2024 to:**

**Director
Human Resource Management and Development
Accountant General's Department
Ministry of Finance and the Public Service Complex
30 National Heroes Circle
Kingston 4**

Email: careers@treasury.gov.jm

Please note that only shortlisted applicants will be contacted.

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**