



MINISTRY OF LOCAL GOVERNMENT & RURAL DEVELOPEMENT
LOCAL AUTHORITY
JOB DESCRIPTION AND SPECIFICATION

JOB TITLE:	Public Relations and Communications Officer
JOB GRADE:	MCG/IE 3
POST NUMBER	
BRANCH:	Corporate Services
SECTION:	Public Relations & Communications Section
REPORTS TO:	Manager, Public Relations and Communications
MANAGES:	

This document is validated as an accurate and true description of the job as signified below

Employee

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date

1. STRATEGIC OBJECTIVES OF THE SECTION:

To ensure the creation and maintenance of a positive public image compatible with the goals and objectives of the Local Authority, building public goodwill and fostering positive and beneficial working relationships with stakeholders.

2. JOB PURPOSE

Reporting to the Manager, Public Relations and Communications, the Public Relations and Communications Officer is responsible for the development and management of an effective communications strategy that will promote and position the Local Authority's brand and build better public understanding of local government & Rural development, and the Local Authority's services, milestones, and achievements.

3. KEY OUTPUTS

- Public Relations plans and programmes developed, implemented and evaluated
- Public activities and events planned and executed
- Corporate communication plans
- Corporate Promotional event plans
- Events and activities executed
- Communication content researched/written/edited/produced
- Communication materials designed/produced
- Programme implementation reports
- Communications budgets
- Market and marketing research
- Attitude survey reports
- Community/public relations fostered
- Image of the Ministry promoted
- Ministry represented at public events
- Records and files maintained
- Reports researched and compiled
- Websites and social media sites updated/maintained

4. Key Responsibilities

Technical/Professional Responsibilities

- Support the development and implementation the Local Authority's corporate communications plan.
- Participate in the development of corporate communication policies, plans, and strategies.
- Assist in planning and executing communication activities and events.
- Create crisis management communication strategies to address problems promptly.
- Coordinate and oversee the delivery of clear, consistent, and credible communications.
- Plan and execute events to generate publicity and favorably portray the Local Authority.
- Maintain positive relationships with program directors, news editors, elected officials, and community groups.
- Develop community involvement programs for social and economic development.

- Use corporate communication techniques to market Local Authority services and enhance its reputation.
- Conduct research, monitor and analyze changes in public attitudes towards the Local Authority.
- Monitor feedback on public relations programs and develop recommendations for continuous improvement.
- Attend meetings and events aimed at fostering good public relations.
- Draft regular reports and collaborate with the Manager for effective teamwork.
- Maintain accurate records, including a media call log.
- Respond to inquiries from the public, media, and other organizations.
- Represent the Local Authority at special events, press conferences, and interviews.
- Coordinate mass-mailings of communication materials.
- Represent the Section on internal, media, or project teams.
- Assist in preparing organizational documents, annual reports, and corporate profiles.
- Collaborate across the Local Authority to develop public relations plans supporting key initiatives.
- Write and distribute news releases for important Local Authority information and events.
- Research, draft, edit, and produce newsletters, magazines, pamphlets, and brochures.
- Proofread communication materials for errors.
- Represent the Local Authority at events, press conferences, launches, exhibitions, etc.
- Build and maintain professional relationships with the media and interest groups.
- Liaise with the Jamaica Information Service for special services.
- Arrange photo shoots, interviews, and manage photography.
- Plan and execute external and employee opinion surveys.
- Update and maintain the organization's online calendar and website.
- Manage telephone listings for inclusion in directories.
- Monitor print, electronic, and news media for relevant issues.
- Maintain the Local Authority's electronic photo archives.
- Observe and report on relevant social, economic, and political trends which may influence public relations administration.
- Participate in staff recruitment for the Unit.

Other Responsibilities

- Performs other related duties as assigned by the Manager, Public Relations & Communications.

5. PERFORMANCE STANDARDS

- The internal and external environment is monitored to reveal trends which indicate that the public relations strategies are resulting in positive changes.
- The Corporation's public image is enhanced through effective public relations.
- Strategic and operational work plans and reports are accurately completed and submitted within the stipulated timeframe.
- Expenditures are in keeping with budgetary allocation.
- Professionalism, integrity, diplomacy and initiative are consistently maintained at a high level.

- Activities and events are planned and executed efficiently and effectively and with maximum impact
- Plans and programmes are developed, implemented, reviewed and evaluated on a timely and ongoing basis
- Plans and programmes are relevant, timely, appropriate and support the Corporation's initiatives, corporate goals and the promotion of a positive public image
- Tact, diplomacy, sensitivity and professionalism are exhibited in interacting with the public and media
- Cooperative working relationships are fostered and maintained
- Positive community relations are fostered through public relations programmes, including involvement in community initiatives
- Image of the Corporation is promoted and enhanced
- Communication materials produced are creative, innovative and impactful
- Content of Corporation's website, social media sites and calendar of events are updated on a timely and ongoing basis
- Records and filing systems (electronic and paper) are developed, organized and maintained
- Reports are thorough and insightful; conclusions/recommendations sound; and are prepared and submitted in a timely manner
- Awareness of and sensitivity to the local political, social and economic environment is demonstrated

6. INTERNAL AND EXTERNAL CONTACTS

Internal Contacts

Internal Contacts

Contact (Title)	Purpose of Communication
Manager, Public Relations and Communications	<ul style="list-style-type: none"> • To obtain directives and provide reports information and recommendation
General Staff	<ul style="list-style-type: none"> • Receiving and responding to routine Communication related inquiries
Divisional/Branch/Unit Heads	<ul style="list-style-type: none"> • Counsel and advice re Corporate Communication events and issues

External Contacts

Contact (Title)	Purpose of Communication
General Public	<ul style="list-style-type: none"> • Receiving and responding to inquiries • Rolling out of programs and involvement in community, and other public initiatives
Media personnel	<ul style="list-style-type: none"> • Re provision of media coverage for events; press releases; media request for information, etc.

Contact (Title)	Purpose of Communication
Jamaica Information Service	<ul style="list-style-type: none"> • Re provision of special services such as photography, multi-media projection, etc.

7. AUTHORITY

- To initiate and evaluate Corporate Communication & Marketing plans and programmes
- To initiate and evaluate public relations plans and programmes

8. REQUIRED COMPETENCIES

Core

- Excellent written and verbal communication skills demonstrating correct standard English usage
- Sound knowledge of the role and functions of the Corporation
- Excellent editing skills
- Excellent interpersonal skills and ability to interact with various levels of the public
- Possession of a creative and innovative mindset and skills
- Ability to determine priorities and handle multiple tasks to meet deadlines
- Ability to build and sustain professional, cooperative and effective working relationships
- Team oriented but able to work independently to accomplish tasks
- Ability to demonstrate good judgment, sensitivity to and respect for a diverse public
- Ability to be discreet and diplomatic in handling sensitive information and issues in a sometimes stressful environment
- Possess outgoing personality, self-confidence and a positive attitude
- Keen awareness of and sensitivity to the local political, social and economic environment
- Detailed and results oriented
- Presentable professional appearance

Technical

- Well-developed knowledge of the principles and methods of communications and public relations
- Knowledge of the principles of public and human psychology
- Knowledge of survey methodologies
- Effective public speaking and presentation skills
- Well-developed computer skills utilizing Word, Excel, PowerPoint and Outlook Publisher

9. MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Bachelors Degree in Mass Communication, Public Relations or related discipline
- Three (3) years experience working in public relations, journalism or related field

10. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- May be required to travel island-wide, stay overnight and engage in activities and events outside of normal office hours, including evenings and weekends
- Required to have a valid Driver's Licence and a reliable motorcar.

