



Office of the Services Commissions

(Central Government)
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CIRCULAR No. 96 **OSC Ref. C. 6210/S5²⁰**

4th March, 2025

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 Web and Digital Content Specialist (MCG/IE 4) in the Corporate Services Division, Public Relations and Communications Branch, Ministry of Foreign Affairs and Foreign Trade**, salary range \$4,266,270 - \$5,737,658 per annum.

Job Purpose

Under the general direction of the Public Relations and Communications Manager, the Web and Digital Content Specialist will have delegated responsibility for:

- Developing and executing social media strategies and tactics in alignment with the Ministry's mandate;
- Creating and publishing engaging content for the Ministry's website, as well as social media platforms to include Facebook, X (formerly known as Twitter), Instagram, YouTube and TikTok;
- Utilising analytics/metrics to grow audience engagement and assess website traffic;
- Improving brand recognition while raising awareness about the initiatives and activities undertaken by the Ministry.

Key Responsibilities

Technical/Professional:

- Develops, implements and manages the Ministry's social media strategies;
- Plans, creates, publishes and shares new content (including original text, static and motion graphics) on a daily basis, that builds meaningful audience connections, increases awareness and encourages public engagement;
- Remains current with digital media laws, the latest social media trends, best practices and technologies;
- Collaborates with web design, web development and customer service relations.

Media Relations:

- Drafts press releases and messages to be posted on social media and responds to media enquiries and information requests.

Public Education:

- Monitors media reports and local and overseas developments to determine follow-up action and interventions necessary on social media;
- Provides technical support/coverage for sessions, workshops and seminars, with Diaspora groups, Public and Private Sector organizations, educational institutions, and other interest groups;

Required Knowledge, Skills and Competencies

Core:

- Good working knowledge of Jamaica's political, social, economic and business environment;
- Excellent time management and organizational skills;
- Excellent oral and written communication skills;
- Ability to exercise sound judgement in complex or difficult situations.

Technical:

- Sound knowledge of government communication policies and protocols;
- Excellent research and analytical skills;
- Sound knowledge of online marketing channels, research methods and data analysis;
- Proficiency in the use of Adobe Creative Suite, Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, and Publisher) and other editing software for static and motion graphics for social media.

Minimum Required Qualification and Experience

- Bachelor's Degree in Public Relations/Communication/Mass Communication;
- Training in Supervisory Management;
- Two (2) years professional experience in Journalism, Communications or Public Relations/Public Education. Experience in the field of electronic media or public relations would be a distinct advantage.

Special Condition Associated with the Job:

- May be required to work on weekends and public holidays occasionally.

Applications accompanied by résumés should be submitted **no later than Tuesday, 18th March, 2025 to:**

**Senior Director,
Human Resource Management and Development
Ministry of Foreign Affairs and Foreign Trade
2 Port Royal Street
Kingston**

Email: recruitment@mfaft.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**