

## INTERNAL ADVERTISEMENT

### MINISTRY OF INDUSTRY, INVESTMENT & COMMERCE

#### CAREER OPPORTUNITIES

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The Ministry of Industry, Investment & Commerce is inviting suitably qualified persons to fill the position of following position of **Director, Communications and Public Relations (MCG/IE 6)** – Vacant

Salary Range: \$2,551,250 to \$3,032,634 per annum and the allowances attached to the post.

#### **JOB PURPOSE**

Under the supervision of the Permanent Secretary, the Director, Communications and Public Relations (MCG/IE 6), manages the design and delivery of the Ministry's external and internal communications programmes and ensuring the effective design and consistent delivery of information products, in accordance with the Ministry's overall objectives and policies, under the direction of the Permanent Secretary. This includes:

Providing expert input into the development of a communications strategy/policy for the Ministry; advising and/or obtaining professional advise on behalf of the Permanent Secretary and ministerial team on public relations, media relations and other communications matters relating to the mission and work of the Ministry; monitoring issues of concern to the Ministry and briefing the Ministerial team and Permanent Secretary accordingly; developing strategies for prompt and effective responses to issues and crises relating to the Ministry's role and function.

#### **KEY OUTPUTS**

- Communications programme designed and implemented.
- Media coverage and exposure for the activities of the Ministry provided.
- Speeches, messages, website content, news releases and other information products prepared.
- Production of monthly staff newsletter and other internal communications.
- Media monitored and reports prepared
- Media services to the Ministry coordinated and managed.
- Displays/exhibitions and other public outreach activities participated in.
- Contact established with other communicators in the agencies of the Ministry and across Government.

## **KEY RESPONSIBILITY AREAS**

### **Management/Administrative Responsibilities**

- Represents the Ministry as the Chief accounting officer of the Communications/Public Relations Unit.
- Manages and oversees the development of the budget and other activities of the Unit to approved budget levels, e.g. advertising, publications, photographs, professional fees, etc.
- Ensures appropriate training and development of staff within the Unit.
- Develops, manages and monitors activities of the Unit to ensure that tasks are carried out as assigned and according to individual work plans.
- Designs and manages strategic communications plan.
- Provides guidance to, supervise team of public information officers; plan and allocate work assignments; and evaluate staff as required.

### **TECHNICAL/PROFESSIONAL RESPONSIBILITIES**

- Tracks, researches and analyse information on Ministry related topics/issues; gather information from diverse sources and agencies of the Ministry and help to assess news value and other potential impact; as well as to evaluate the effectiveness of the Ministry's overall communications programme.
- Researches, drafts, writes and edits speeches for the Minister(s), Permanent Secretary and senior management team as required.
- Responds to media enquiries and information requests; prepare related correspondence when required.
- Publicizes priority areas and/or major events of the Ministry; to include drafting of information strategies, co-ordinating efforts, monitoring and reporting on progress, taking appropriate follow-up action, and analysing the outcome.
- Undertakes activities to promote media coverage (e.g. press conferences/briefings, interviews,
- Monitors and analyses public opinion and the media, identify issues and trends, and advise the Minister/Permanent on appropriate action/responses.
- Produces/oversees/assesses production of specific types of information communications products (e.g. press kits, press releases, feature articles, speeches, booklets, brochures, backgrounders, audio-visual materials, radio spot programmes, etc.).
- Conducts/manages/oversees the Ministry's participation in special events and exhibitions (e.g. JMA Expo, career expositions, etc.)
- Coordinates media related activities for the Minister(s) and Permanent Secretary.
- Handles all media requests of the Ministry.
- Monitors talk shows and other electronic and print media programmes; provide reports to the Permanent Secretary and the ministerial team, when necessary.

- Designs and implements specific public education programmes to highlight/explain particular aspects of the work of the Ministry.
- Keeps the Minister/Permanent Secretary informed of national and international news events that could impact on the image of the Ministry, either positively or negatively.
- Arranges tours, launches, interviews, and other related activities, as required or according to the Ministry's communications programme.
- Prepares press bites when requested for distribution to visiting journalists and other interest groups.
- Makes arrangements for journalists wanting to see the Minister.
- Provides liaison and information flow for overseas and local programmes, as necessary.
- Ensures the maintenance of an up-to-date newspaper clippings file on local and international news items directly related to the policies, programmes and activities of the Ministry.
- Prepares and continuously update information kit for distribution to the Ministry's target audiences/stakeholders.
- Maintains up-to-date professional quality photographs for publication, when necessary.
- Arranges contract signings, as assigned by the Minister or Permanent Secretary.
- Provides Minister/Permanent Secretary with regular media monitoring reports, e.g. articles, letters, or other relevant issues that appear in the print or electronic media.
- Handles complaints from the media relating to the Ministry.
- Coordinates and update content for the Ministry's website.
- Develops and place appropriate articles/stories by and about the Ministry for both print and electronic media.
- Develops and maintain the Ministry's media contact network.
- Develops themes, activities and support material for major events of the Ministry, as required.
- Produces guidelines to help promote image consistency of the Ministry and its agencies.
- Identifies potential opportunities for positive media coverage.
- Ensures the provision of specialist services for media and public relations activities, including publishing and other print, audio and visual productions.
- Reviews materials (e.g. news releases, website content, newsletter, backgrounders, fact sheets, etc.) produced within the Ministry or in cases where the work has been contracted outside the Ministry.
- Develops materials on complex issues (e.g. MOU, PMAS, etc.).
- Maintains continuous liaison with major media houses, including the Jamaica Information Service.

## **HUMAN RESOURCE RESPONSIBILITIES**

- Provides guidance to, supervise and direct team of public information officers.
- Plans, allocates and monitors work assignments; design overall work programme.

- Evaluates staff of the Communications/Public Relations Unit.
- Manages the welfare and development of staff within the Unit through the preparation of performance appraisals and make recommendations/proposals for training and development programmes, if required or requested.
- Participates in the recruitment and design of the job descriptions for staff of the Unit.
- Ensures that staff is aware of and adhere to the policies, procedures and regulations of the Ministry and of the public service.

## **PERFORMANCE STANDARDS**

- Public Relation & Publicity programme reflecting the Ministry's strategic objectives outlined in the Budget Presentation, completed and executed to meet stated deadline
- Communications programme designed and implemented in the required timeframe.
- Media coverage and exposure for the activities of the Ministry provided.
- Speeches, messages, website content, news releases and other information products prepared.
- Production of monthly staff newsletter and other internal communications.
- Media monitored and reports prepared
- Media services to the Ministry coordinated and managed.
- Displays/exhibitions and other public outreach activities participated in.  
Contact established with other.
- Sector-related news stories monitored and appropriate/timely responses made within agreed time frame.
- News segment of the Ministry's Website updated on a timely basis.
- Staff needs clearly identified and addressed in timely manner.
- Staff performance meets or exceeds set targets.

## **REQUIRED COMPETENCES**

### **Core**

- Excellent leadership skills
- Good administrative, analytical, creative and organizational skills.
- Mastery in oral and written communication.
- Excellent people management skills
- Excellent interpersonal skills- team-building skills and the ability to motivate staff to achieve targeted goals.
- A proactive, flexible work attitude.
- Reliability and capacity to work under extreme pressure to meet all deadlines.
- Excellent customer and quality focus skills
- Excellent analytical thinking skills

## **Technical**

- Extensive knowledge of Government and administrative systems and public policy.
- Sound knowledge of legislative and regulatory framework governing MSMEs, manufacturing, services, intellectual property, standards and quality and other areas related to the Ministry's portfolio.
- Sound knowledge of governance and accountable/accounting framework.
- Excellent reporting and organizing skills
- Strong analytical and problem solving skills
- Excellent research and report writing skills
- Strong technological skills to include use of social media, communication devices, project management and report writing software and Microsoft Office Suite.
- An understanding of graphic design and printing to guide the production of flyers, brochures, advertisements, Annual Reports.
- An understanding of protocol/hospitality-related issues.
- Proficiency in the use of relevant computer applications.
- Knowledge in the operations of Government.

## **MINIMUM REQUIRED QUALIFICATIONS AND EXPERIENCE**

- A degree in Mass Communication, or Journalism
- A minimum of five (5) years working experience in Public Relations/Communication at the **managerial level**
- A thorough understanding of the local media landscape
- Proficiency in the use of the Internet, Windows operating systems and Microsoft applications, in particular, Word and PowerPoint

## **SPECIAL CONDITIONS ASSOCIATED WITH THE JOB**

- Occasional need to travel on Government Business/Workshops (local and overseas).
- Ability to work under stress and meet very short deadlines while maintaining high standards of work.
- Must be resourceful in ability to get things done within a complex bureaucracy without getting easily frustrated.
- Have or able to build a strong high level network in the public and private sector.
- Reliable and trustworthy
- Must be flexible and available at all times.
- The working environment in the Communication & Public Relations Division often becomes very stressful – given that most deadlines are established externally (.i.e from the Ministers’ offices). Additionally, there are often competing events in a single day for which writing and organizational support are required from the Communication & Public Relations Division.

## **AUTHORITY**

- Manages the execution of the Ministry’s Public Relations & Publicity programme
- Supervises and oversees the activities of the staff of the PR Unit
- Acts as the Focal Point of contact for all media-related queries directed to the Ministry
- Sits on the Selection Team in the hiring of staff in the Ministry’s Communication/PR Division
- Recommends disciplinary action
- Approves travelling
- Recommends vacation leave/departmental leave

**Applications accompanied by resume should be submitted no later than  
February 11 2022 to:**

**Director, Human Resource Management and Development  
Ministry of Industry, Investment & Commerce  
4 St. Lucia Avenue  
Kingston 5  
Email: [hrm@miic.gov.jm](mailto:hrm@miic.gov.jm)**

**Please note that we thank all for responding, but only short-listed applicants will be contacted.**