**Ministry of Industry Investment and Commerce**

**TERMS OF REFERENCE**

**PUBLIC RELATIONS AND COMMUNICATION SPECIALIST**

**Background**

The Ministry of Industry, Investment and Commerce overseas portfolio of eighteen (18) divisions, one (1) department, ten (10) portfolio bodies, six (6) statutory bodies, and three (3) public investment projects.

The Ministry will be focusing on facilitating the implementation of the manufacturing sector strategy and the agri-business sector strategy; trade facilitation and maximising the opportunities for export; development of new and emerging industries across the productive and service sectors (Medical Cannabis Industry, Bamboo Industry, Craft Industry and Essential Oils Industry); on-going implementation of the MSME and Entrepreneurship Policy and National Quality Policy while building a national framework for the services sector and Consumer Empowerment.

**Data re MIIC and Departments/Agencies**

There is a need for the engagement of an Expert to manage the volume, level, scope of work, the expanded responsibility of public relations and communications, the management of several externally funded budget for communication and visibility, as well as the demands from Donor partners which include a greater level of visibility of the Honourable Minister’s image and relationship with local and international stakeholders, including the media, government and non-governmental institutions.

The MIIC intends to increase its media presence in order to raise awareness of emerging issues, as well as tracking developments in the local and international environment that will impact the public’s perception of the Ministry’s activities and programmes. To this end, the Ministry is desirous of engaging a Specialist on contract with a proven track record in public relations to coordinate and manage its public relations and communication portfolio.

**PURPOSE**

The purpose of the position is to develop, manage and coordinate public relations and visibility campaigns relating to the industry, investment and commerce agenda and especially as the Ministry seeks to support the business community to recover in the COVID 19 era .

**PERIOD OF CONTRACT**

The period of contract is for two (2) years with gratuity payments.

**OBJECTIVES**

The objectives are to: -

* 1. Increase MIIC’s media presence through structured weekly radio and television programmes and print column;
	2. Raise awareness about the *Ministry’s policies, programmes, services and activities* and engage Jamaicans in the discussion about the changing landscape in the local and international environment;
	3. The establishment of a robust public education and communication strategy to promote and enhance the public image and corporate identity of the Ministry;
	4. Formulates and implements Public Relations Programmes utilizing the print and electronic media;
	5. Planning, organizing and co-ordinating the public relations activities of the Minister’s Office in consultation/collaboration with the Communications and Public Relations Unit of the Ministry;
	6. Identifying potential situations that provide maximum exposure coverage and impact of the Honourable Minister’s pronouncements and activities;
	7. The development of a corporate communications programme;
	8. Execution of promotional and marketing operational plans;
	9. Development, implementation and monitoring of media and public relations activities;
	10. Consultations with local and international Donor partners/stakeholders.

**SPECIFIC DELIVERABLES**

* 1. Development of MIIC Communication Strategy;
	2. Development of evaluation tools for communication strategy;
	3. Development of plan and execution of a brand strategy for MIIC;
	4. Development and execution of concepts for weekly radio, television, print features and social media;
	5. Development of social media strategies;
	6. Capacity development plans for MIIC communication team;
	7. Establishment of partnerships with media and stakeholders;
	8. Development and execution of structured fora at the national, regional and community levels;
	9. Production of programmes and features for radio, television and print media
	10. Supervision of a creative team of graphic artist, videography team and social media experts;
	11. Development of a monitoring and evaluation framework for coordinating, monitoring and evaluating communication and visibility plans being executed through donor funds;
	12. Development of a sound communication/public relations policy advice;
	13. Production of Briefing papers, speeches, press releases/Statements.
	14. Partnering with the other communications professionals in the Ministry's Communication Network to ensure synergy and an integrated and coherent communication strategy and plan;
	15. Providing sound communications advice and technical support to the Minister; Ministry
	16. Identifying and managing emerging issues, as well as tracking developments, in the local and international environment that will impact the public’s perception of the Honourable Minister’s or the Ministry’s activities and programmes;
	17. Monitoring the media including talk shows, the web and social media to:
		+ continuously assess public perception;
		+ ascertain grievances;
		+ obtain information on matters/issues involving the Honourable Minister and agencies of the Ministry, and;
		+ collaborate with CPRB to formulate responses as necessary.

**QUALIFICATIONS & EXPERIENCE**

1. Master’s degree in mass communications with specialisation in either public relations, radio, television or print media;
2. At least 8 years of practical experience in two of the above fields, including proven expertise in radio and or television production and writing for the print media;
3. Excellent writing skills;
4. Excellent knowledge of modern public relations practices and techniques;
5. Proven experience in developing and implementing social media strategies.

**REMUNERATION**

Salary

Motor Vehicle Upkeep Allowance

Government Health Insurance Scheme