

**MINISTRY OF INDUSTRY, INVESTMENT, COMMERCE  
JOB DESCRIPTION AND SPECIFICATION**

<b>Job Title:</b>	<b>Manager, Promotions and Outreach</b>
<b>Job Grade:</b>	<b>GMG/SEG 2</b>
<b>Post No:</b>	<b>68884</b>
<b>Division/Section/Unit:</b>	<b>Industry/Micro, Small and Medium Enterprises (MSME)</b>
<b>Reports to:</b>	<b>Director, Projects &amp; Programmes (GMG/SEG 4)</b>
<b>Manages:</b>	<b>Nil</b>

**THIS DOCUMENT IS VALIDATED AS AN ACCURATE AND TRUE DESCRIPTION OF THE JOB SIGNIFIED BELOW.**

\_\_\_\_\_  
**Employee's Name**

\_\_\_\_\_  
**Employee's Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Supervisor**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Head of Division/Section/Unit**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Head of Directorate**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Date Received in  
Organizational Development Unit**

\_\_\_\_\_  
**Date created/revised**

## **JOB PURPOSE**

Reporting to the Director of Projects & Programmes (GMG/SEG 4), the Manager, Promotions and Outreach (GMG/SEG 2) is responsible for developing and implementing promotional and outreach programmes by providing thorough, current and accurate information on the MSME sector, in keeping with the vision of creating a vibrant MSME sector.

Responsibility is also exercised for identifying problems or factors inhibiting the achievement of promotional and outreach programmes and initiatives and making recommendations for administrative actions and for sustainable growth and an improved business environment for the MSME sector.

## **KEY OUTPUTS**

- Promotional and outreach presentations and programmes, workshops, seminars and meetings coordinated and conducted.
- MSME image promoted through targeted information on programmes, policies and activities, presentations, consultations, exhibitions, lectures, slide shows and field trips.
- Technical advice, information and recommendations provided to MSME clients and other stakeholders and client complaints handled and resolved.
- Work plans developed, reports and briefs prepared and position papers and feasibility studies completed.
- Research undertaken and Cabinet Submissions, speeches, briefs, news releases and media advisories written.
- Media impact assessment, project monitoring and evaluation reports completed.
- Networking arrangements and linkages established with media, community, private and public sector representatives.
- MSME communication strategies, website updates and web page developed and website traffic monitored.

## **KEY RESPONSIBILITY AREAS**

### **Management and Administrative Responsibilities**

- Collaborates with the Principal Director and Director on the design, development and execution of promotional and outreach programs, presentations, exhibitions, workshops and seminars.
- Establishes and develops networking arrangements and linkages with media, community, private and public sector representatives to assess the needs of the MSME sector in order to develop and implement effective promotional and outreach programmes and activities.
- Develops and interprets MSME policies, policy guidelines and procedural decisions and ensures that regulations and established procedures are correctly applied.
- Identifies problematic issues impacting the effectiveness of the promotional and outreach programmes and takes ameliorative action.
- Investigates complaints and operations generally and makes programme changes or revisions as required so that services provided meet the needs of the clients.

- Monitors and controls expenditures and keeps supervisors informed by reviewing and analysing special reports, summarizing information and identifying trends.
- Researches and formulates Cabinet Submissions, Notes and Ministry Papers, agency reports, briefs and position papers as required and liaises with internal and external agencies to obtain data for various submissions and reports.

### **Technical/Professional Responsibilities**

- Coordinates the development of promotional and outreach material using various public relations and media methodologies and tools to creatively present information to meet the needs of various publics.
- Coordinates, develops and delivers information sessions, including presentations, workshops, seminars and exhibitions to MSME clients, community, public and private sector representatives, other interest groups and stakeholders.
- Conducts research on global MSME trends and developments, organises promotional and outreach activities such as press conferences, media briefings and discussions and individual initiatives, seminars and workshops on MSME related issues.
- Represents the Division at local and overseas meetings, conferences and other fora and makes representations as required.
- Provides support in the establishment of incubator facilities to ensure best practices and best outcomes.
- Assists with the execution of MSME related projects for which MICAF has direct responsibility.
- Provides assistance in the dissemination of related policies and Acts geared at improving access to financing by MSMEs and the overall MSME financing landscape.
- Establishes and maintains liaison with the relevant local, regional and international stakeholders for exchange of information and data on pending situations and issues relating to and impacting MSMEs.
- Provides support for an improved business environment with specific focus on business registration, business formalization and taxation issues.
- Examines and refines information, analyses and reports on the effects of global market trends on MSMEs in the domestic economy.
- Provides periodic reports on MSMEs, the issues that impact their performance and product and service prices.
- Collaborates with the relevant local and international stakeholders to establish and maintain a framework for the coordination of data collection, compilation, examination, analysis and dissemination of critical information pertaining to entrepreneurship and business management.
- Manages the MSME content on the Ministry's website specifically in relation to catalogue of MSME initiatives.
- Plans road shows, workshops and seminars.
- Handles matters related to local, regional and international affairs as assigned.
- Monitors business developments and manages business issues that impact MSMEs in keeping with the MSME and Entrepreneurship Policy.

- Collaborates with internal and external stakeholders to conduct research and analysis.
- Researches financial and business issues to develop technical reports, briefs and responses to information requests from internal and external publics.
- Ensures systems are maintained for the monitoring of issues under the MSME portfolio and for providing data and technical advice on issues of relevance to the portfolio.
- Maintains liaison with the relevant entities on matters relating to Business Environment and MSME Financing.
- Performance of any other related duties that may be assigned from time to time.

#### **HUMAN RESOURCES RESPONSIBILITIES**

- Provides guidelines to staff regarding duties performed.
- Provides detailed information regarding on-the-job training for existing and new staff when deemed necessary.
- Assists the Director of MSME in the provision of information on staff requirements and other areas that may be of interest to the Human Resource Management and Administrative Unit or other units within the Ministry.
- Assists in the performance of a periodic SWOT analysis regarding staff in the Division in order to improve effectiveness, efficiency and recommend appropriate training for personal development and advancement.
- Contributes to the general team spirit of the office.

#### **PERFORMANCE STANDARDS**

- Presentations, speeches, briefs, news releases, reports are accurately produced according to required standards and within agreed timeframes.
- Exhibitions, workshops, seminars, meetings, briefs and other events successfully coordinated and conducted according to required standards and within agreed timeframes and attended.
- Public education programmes, seminars and meetings effectively organised within the stated guidelines.
- MSME's image promoted through targeted information on programmes, policies and activities, presentations, consultations, exhibitions, lectures, slide shows and field trips.
- Sound technical advice, information and recommendations provided to MSME clients and other stakeholders and client complaints handled and resolved at the required standard and within the stipulated timeframe.
- Timely dissemination of information on the MSMES through on-going liaison with JIS and commercial media.
- Timely updates provided for the website and other information platforms.
- Established divisional and desk targets are achieved according to required standards and in a timely manner.
- Strategic, operational and financial plans are documented and completed within established timeframes and synchronized.

- All operating guidelines, policies and procedures are documented and kept up-to-date.
- Market forecasts are conducted in a timely manner and incorporated in the planning process.
- Satisfactory resolutions of disputes/issues involving agencies and commercial trade.
- Work plans developed, reports and briefs prepared and position papers and feasibility studies completed in the required format and in accordance with se.
- Research undertaken and Cabinet Submissions, speeches, briefs, news releases and media advisories written.
- Media impact assessment, project monitoring and evaluation reports completed within the agreed timeframe and according to the required format.
- Networking arrangements and linkages established and sustained with media, community, private and public sector representatives.
- MSME communication strategies, website updates and web page developed and website traffic monitored.
- Reports are accurate and submitted within established time frames.
- Projects are successfully implemented and within the agreed timeframe.
- Confidentiality, professionalism and integrity are exercised at all times.
- High ethical standards are maintained in all areas of conduct.

## REQUIRED KNOWLEDGE, SKILLS/ABILITIES

### **Core**

- Good interpersonal and people management skills.
- Excellent oral and written communication skills.
- Strong research and analytical skills.
- Excellent problem solving and organizing skills.
- Excellent decision-making skills.
- Ability to use initiative and exercise sound judgement.
- Sound personal and professional integrity, reflecting high ethical and moral values.
- Ability to lead and work with a team.

### **Technical**

- Excellent knowledge of public relations and communication strategies.
- Sound knowledge of Government communication policies and protocols.
- Ability to identify and solve emerging threats to the sector.
- Sound knowledge of all the issues facing MSMEs.
- Sound knowledge of research methods and data analysis.
- Good project management skills.
- Competence in the use of relevant computer applications.

### **MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE**

- A Bachelor's Degree in Marketing, Project management, Business Management or any other Social Sciences related discipline.
- At least three (3) years of professional experience.
- Ability to use statistical and mathematical tools would be an asset.

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

Typical office environment, no adverse working conditions, willingness to travel both locally and internationally. May be required to work late and on weekends.

### **AUTHORITY**

- Approve reports submitted by Divisional officer for Ministerial attention.
- Sets parameters for projects proposals.
- Recommend policy options to the senior management.
- Approve expenditure within assigned limits.
- Recommend leave, disciplinary action and promotion in keeping with human resource policies and procedures.