



Ministry of Industry Investment & Commerce

Jamaica's **Business** Ministry

October 9, 2026

CAREER OPPORTUNITY

Are you a results-oriented professional who is passionate and ready to contribute to Jamaica's economic growth and development? Join the Ministry of Industry, Investment and Commerce (MIIC) as a **Manager, Public Relations (MCG/IE 5)** in the Corporate Services Division, Corporate Communications and Public Relations Branch.

Salary: \$5,198,035 per annum

JOB PURPOSE

Reporting to the Director, Communication and Public Relations, and working closely with other key persons in the Branch, the incumbent leads and manages the Ministry's Public Relations function by developing and executing strategic media engagement and reputation management initiatives that enhance public understanding of MIIC's mandate, programmes and policy priorities.

The role provides strategic oversight of media relations, stakeholder communications and crisis response, ensuring accurate, timely and effective external messaging aligned with the Ministry's objectives.

KEY OUTPUTS

- Public Relations Strategy developed and implemented.
- Media engagement plans executed effectively.
- Positive and balanced media coverage achieved across priority initiatives.
- Press conferences and media briefings coordinated successfully.
- Media enquiries managed within established service standards.
- Crisis communication responses developed and implemented when required.
- Stakeholder communications executed in alignment with messaging frameworks.
- Periodic PR performance reports submitted.
- Staff supervised and performance appraisals completed on schedule.

KEY RESPONSIBILITIES

1. Public Relations Strategy & Planning

- Develop and implement the Ministry's Public Relations Strategy aligned with corporate priorities.
- Identify key messaging opportunities to strengthen public positioning.
- Advise the Director and Executive Leadership on media risks and opportunities.
- Establish evaluation frameworks to measure PR impact.

2. Media Relations & External Engagement

- Serve as primary liaison with media houses and journalists.
- Oversee preparation and dissemination of press releases and media advisories.
- Coordinate press conferences, interviews and media briefings.
- Facilitate accurate and timely responses to media enquiries.
- Maintain strong professional relationships with local and regional media practitioners.

3. Crisis & Reputation Management

- Develop and maintain Crisis Communication protocols.
- Monitor emerging reputational risks in collaboration with the Media & Content Analyst.
- Prepare response strategies for sensitive or high-risk issues.
- Provide real-time advisory support to senior leadership during crises.

4. Stakeholder Communications

- Coordinate external stakeholder communications in support of Ministry initiatives.
- Engage industry groups, business associations, development partners and civic stakeholders as required.
- Support Ministerial engagements through media positioning and briefing preparation.

5. Performance Monitoring & Reporting

- Review media coverage trends and provide strategic recommendations.
- Collaborate with the Media & Content Analyst to assess PR effectiveness.
- Prepare monthly, quarterly and annual PR performance reports.

6. Supervisory Responsibilities

- Supervise and provide guidance to the Public Relations Officer.
- Develop individual work plans and performance targets.
- Conduct performance evaluations in accordance with HR policies.
- Identify training and development needs.

PERFORMANCE STANDARDS

- Media engagements conducted professionally and within established timelines.
- Press materials are accurate, clear and aligned with approved messaging.
- Crisis responses are timely, strategic and reputationally sound.

- Stakeholder communications reflect tact, diplomacy and professionalism.
- PR reports are data-informed and submitted as required.
- Staff performance managed in accordance with agreed standards.

AUTHORITY

- Approves press releases and media advisories prior to submission to the Director.
- Recommends media strategies and crisis response approaches.
- Recommends training, leave and performance actions for direct reports.

INTERNAL AND EXTERNAL CONTACTS

Internal

<i>Contact</i>	<i>Purpose</i>
Director, Corporate Communications and Public Relations	• Provide advice and contribute to decision making • Identify emerging issues/risks and their implications, and propose solution • Receive guidance and provide regular updates on key PR issues and priorities
Permanent Secretary Ministers	• Provide advice and contribute to decision making • Identify emerging issues/risks and their implications, and propose solution • Receive guidance and provide regular updates on key PR issues and priorities
Senior Executives and Divisional Heads	• Develop and maintain effective working relationships. • Collaborate, exchange information, provide strategic Public Relations and Events Management advice, support and feedback
Direct Reports	• Provide coaching, guidance and support
General Staff	• Develop and maintain effective working relationships. • Provide expert advice and exchange information

External

<i>Contact</i>	<i>Purpose</i>
Departments and Agencies of MIIC	• Develop and maintain effective relationships

	• Provides expert advice on Public Relations and Events Management matters and exchange information • Liaise on key Public Relations and Events Management issues
Government Communication Agencies (e.g., JIS and Media Unit at OPM)	• To consult on communication and public relations policy, programmes and plans. • To coordinate preparations for events/activities, production of advertising and PR campaigns, etc.
Media practitioners Journalists/reporters	• To collaborate on and/or organize media events and coverage of significant activities. • To exchange information and manage feature/message publications
Ministries, Departments and Agencies, Private Sector, Nongovernmental Organisations, Civil Society, Academia, Industry stakeholders representatives and leaders, Other stakeholders	• To exchange information, as well as support communication, public relations and branding activities. • To consult on specific arrangements for meetings, media coverage or any activity being led by Minister or PS/CTDs, providing information, requesting information or clarifications
Contractors, suppliers and providers of services	• Monitors TOR for goods and services and related interventions • Exchange of information
General Public	• Collaborate on matters, exchange information, provide advice and seek feedback

REQUIRED COMPETENCIES

Core

- Excellent written and oral communication skills
- Strong analytical and strategic thinking skills
- Sound judgment and decision-making ability
- Excellent interpersonal and negotiation skills
- Ability to operate effectively under pressure
- High level of integrity and discretion

Technical

- Strong knowledge of public relations principles and practices
- Understanding of Government communication protocols

- Familiarity with media operations and news cycles
- Knowledge of crisis communication strategies
- Working knowledge of media monitoring and reporting tools

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's Degree in Public Relations, Media/Communication Studies, Mass Communication or related discipline.
- Minimum of four (4) years' experience in public relations, media relations or corporate communications.
- Experience in a public sector or regulatory environment is an asset.
- Supervisory experience preferred.

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Fast-paced, high-visibility environment.
- Frequent interaction with media and senior officials.
- May be required to work outside normal office hours during major events or crises.
- May be required to travel island-wide and overseas

WORKING CONDITION

Normal office conditions

**Applications accompanied by Resume should be submitted no later than
Friday, October 16, 2026
to:**

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

We appreciate your responses; however only short-listed applicants will be contacted.

