



Office of the Services Commissions

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CIRCULAR No. 454 **OSC Ref. C. 6610/S5²⁰**

18th November, 2024

Permanent Secretaries, Heads of Department and Chief Executive Officers are asked to invite applications from suitably qualified officers in their Ministries/Departments/Agencies to be assigned to the post of **Public Relations Officer (MCG/IE 3) – (Not Vacant)** in the **Public Relations and Communication Unit, Ministry of Foreign Affairs and Foreign Trade**, salary range \$3,501,526 - \$4,709,163 per annum.

Job Purpose

Under the supervision of the Public Relations and Communication Manager, the Communication Officer is responsible for providing technical support in advancing the Ministry of Foreign Affairs and Foreign Trade's strategic communication objectives. The Communication Officer will be required to craft and execute comprehensive communication plans, employing dynamic strategies and public education tools to bolster awareness surrounding the Ministry's work, its Minister(s) and overseas Missions. The Officer also monitors and evaluates public perception of the Ministry's strategies and initiatives, providing valuable insights to optimise communication effectiveness and drive continuous improvement.

Key Responsibilities

Management/ Administrative:

- Assumes leadership of the Department in the absence of the Public Relations and Communication Manager;
- Provides input for the Department's QPR;
- Prepares monthly reports to inform communication strategies for select activities undertaken by the Ministry;
- Participates in the Department's budgetary processes;
- Performs other related functions assigned.

Technical/Professional:

- Participates in the development of educational material using different methodologies and platforms to creatively present information to meet the needs of various publics;
- Facilitates information sessions (including presentations, exhibitions, workshops and seminars) to both Public Sector and Private Sector organizations as well as community and other interest groups;
- Supports effective partnerships with target groups and stakeholders by assisting with the dissemination of timely and appropriate information about the role, functions and activities of the Ministry;
- Facilitates the planning and placements of advertisements related to the public education campaign(s) and social marketing strategy of the Ministry;
- Routes enquiries and complaints coming from the public and public authorities to the appropriate persons within the Ministry, when necessary, and ensuring prompt response/resolution;
- Participates in activities to promote media coverage (e.g. press conferences/briefings, interviews and other special activities);
- Designs specific types of information communication products (e.g. press kits, press releases, feature articles, speeches, booklets, brochures, backgrounders, audio-visual materials and radio spot programmes etc.);
- Provides timely and accurate information to queries from the media, public authorities and other stakeholder bodies, as approved by the Director;
- Drafts press releases, media advisories, news and feature articles and other material for dissemination to the media;
- Establishes and maintains database of queries and requests including interviews and news articles on the Ministry and staff;
- Proofreads, edits and writes speeches, press releases, media advisories, reports and feature articles;
- Assists with the production and circulation of a quarterly newsletter;

- Disseminates information, policies, publications and educational material to all staff to enhance their development;
- Provides material for updating the Ministry's Website and/or social media pages/accounts;
- Monitors media reach/coverage and suggests content for optimisation;
- Represents the Public Relations and Communications Department at local and international meetings, conferences and other fora, as required.

Media Relations:

- Partners with JIS and various media houses to create programmes that promote the Ministry's objectives and highlight the roles and functions of the different Departments/Divisions;
- Reviews media responses to activities such as press conferences, media briefings and parliamentary sittings aired;
- Cultivates and sustains a strong relationship with the media, especially in enhancing the Ministry's visibility and responsiveness.

Public Education:

- Monitors media reports and local and overseas developments to determine follow-up action and interventions necessary;
- Monitors the implementation of strategies for assessing the effectiveness of the Ministry's public education campaign(s) and address findings, where necessary;
- Assists with the design and management of information booths for expositions held locally and overseas;
- Provides technical support/coverage for sessions, workshops and seminars, with Diaspora groups, Public and Private Sector organizations, community 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 organisational skills;
- Excellent oral and written communication skills;
- Excellent interpersonal skills and strong emotional intelligence;
- Strong customer service orientation;
- Strong representational skills;
- Ability to exercise sound judgement in complex or difficult situations;
- Integrity - willingness to follow established guidelines and procedures, to treat sensitive issues with tact and confidentiality;
- Very good research and analytical skills.

Technical:

- Good knowledge of Public Relations and Communication strategies, government communication policies and protocols;
- Sound knowledge of government communication policies and protocols;
- Excellent research and analytical skills;
- Excellent media relations skills;
- Sound knowledge of search engine optimisation, marketing channels, research methods and data analysis;
- Sound knowledge of diplomatic practice and protocol.

Minimum Required Qualification and Experience

- Bachelor of Arts Degree in Journalism, Integrated Marketing and Communication, Mass Communication or related field from a recognised tertiary institution;
- Two (2) years' work-related experience in Journalism, Communications or Public Relations/Public Education. Experience in the field of electronic media or public relations would be a distinct advantage;
- Practical experience and knowledge of the full range of communication approaches, tools and methodologies essential to planning and executing effective communication strategies would be an asset;
- Experience in utilising creative design applications.

Special Conditions Associated with the Job

- Incumbent should be prepared to travel islandwide and overseas, if required;
- Occasionally may be required to work on weekends and public holidays;
- May be required to work beyond regular hours;

- May experience high levels of stress.

Applications accompanied by résumés should be submitted **no later than Friday, 29th November, 2024 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

Further details regarding the position may be obtained from the Human Resource Management and Development Department.

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**