



MINISTRY OF FINANCE AND THE PUBLIC SERVICE

**CIVIL SERVICE OF JAMAICA  
JOB DESCRIPTION AND SPECIFICATION  
MINISTRY OF FINANCE & THE PUBLIC SERVICE**

<b>JOB TITLE:</b>	Public Relations Officer
<b>JOB GRADE:</b>	MCG/IE 4
<b>POST NUMBER</b>	73250
<b>DEPARTMENT/DIVISION:</b>	Corporate Planning and Administration Division
<b>REPORTS TO:</b>	Public Relations Manager
<b>ACCOUNTABLE TO:</b>	Public Relations Manager
<b>MANAGES:</b>	N/A

This document is validated as an accurate and true description of the job as signified below:

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Manager/Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Head of Department/Division

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date Received in Human Resource Division

\_\_\_\_\_  
Date Created/Revised

## **1. JOB PURPOSE**

Under the general direction of the Public Relations Manager, the Public Relations Officer is responsible for providing assistance and support to the development, implementation and evaluation of the Ministry of Finance and the Public Service public relations plans, programmes and strategies.

## **2. KEY OUTPUTS**

- Public Relations activities and events planned and executed
- Enquiries from the public responded to
- Communication content researched/drafted
- Community/Public Relations fostered
- Technical Advice and Recommendation Provided
- Annual/Quarterly/Monthly/Periodic Reports prepared
- Individual Work plan developed

## **3. KEY RESPONSIBILITY AREAS**

### **Technical/Professional Responsibilities**

- Assists the Public Relations Manager in planning, coordinating and executing Public Relations activities and events to promote a positive image of the Ministry;
- Researches and drafts speeches for senior executives in the MoFPS;
- Assists with writing and distributing news releases announcing important Ministry information and events;
- Responds to enquiries from the public, media and other organizations;
- Proofreads print and broadcast copy of communication for grammatical and typographical errors;
- Coordinates mass-mailings of internal and external communication materials;
- Organizes and represents the Ministry at events including press conferences and launches, exhibitions, open days, functions and press tours etc;
- Maintains professional and effective working relationships with the media, civic communities and other interest groups;
- Liaises with the Jamaica Information Service to secure special services such as air time, photography, multimedia projection, etc;
- Arranges interviews with journalists and professional photo shoots for media publications and records special events;
- Assists in planning and executing external opinion surveys, including design & administration, as well as the collation and evaluation of feedback;
- Assists with the updating and maintenance of the Ministry's online calendar of events;
- Monitors the print, electronic and news media, and develops strategies for dealing with topical issues relevant to area of responsibility;
- Maintains the MoFPS' electronic photographic archives;

- Observes and reports on social, economic and political trends that might impact the organization's public relations strategy;
- Keeps abreast of the new methods and developments in Public Relations, especially in the context of the Public Service.

### **Management/Administrative Responsibilities**

- Contributes to the development of the Branch's Strategic and Operational Plan and Budget;
- Develops Individual Work Plans based on alignment to the Branch's Plan;
- Participates in meetings, seminars, workshops and conferences as required;
- Prepares reports and project documents as required;
- Prepares and delivers Media & Communications related presentations as needed.

### **Human Resources Responsibilities**

- N/A.

### **Customer Service Responsibilities**

- Maintains customer service principles, standards and measurements;
- Identifies and incorporates the interests and needs of customers in business process design;
- Ensures critical success factors are identified and meets expectations;
- Prepares quarterly and/or annually Customer Service reports in accordance with established standards.

### **Other Responsibilities**

- Performs all other duties and functions as may be required from time to time.

## **4. PERFORMANCE STANDARDS**

- Public Relations activities and events are planned and executed efficiently and effectively and with maximum impact;
- Public Relations documents are evidence-based, accurate and produced in agreed timeframes;
- Tact, diplomacy, sensitivity and professionalism are exhibited in interacting with the public and media;
- Positive community relations are fostered through public relations programmes, including involvement in community initiatives;
- Image of the Ministry is promoted and enhanced;
- Technical advice and recommendations provided are sound and supported by qualitative/quantitative data;

- Work plans conform to established procedures and implemented accorded to establish rules;
- Reports are evidence-based and submitted in a timely manner;
- Confidentiality, integrity and professionalism displayed in the delivery of duties and interaction with staff.

## 5. **AUTHORITY**

- Recommends improvements to the public relations processes.

## 6. **INTERNAL AND EXTERNAL CONTACTS** (specify purpose of significant contacts)

### **Internal Contacts**

<b>Contact (Title)</b>	<b>Purpose of Communication</b>
General Staff	Receiving and responding to routine public relations related inquiries
Divisional/Branch/Unit Heads	Counsel and advice re public relations events and issues

### **External Contacts**

<b>Contact (Title)</b>	<b>Purpose of Communication</b>
General Public	Receiving and responding to inquiries Rolling out of programs and involvement in community, and other public initiatives
Media personnel	Re provision of media coverage for events; press releases; media request for information, etc.
Jamaica Information Service	Re provision of special services such as photography, multi-media projection, etc.
Miscellaneous service providers	Photographers, caterers, keynote speakers, producers of audiovisual material, etc.

## 7. **REQUIRED COMPETENCIES**

### **Core**

- Excellent interpersonal and team management skills
- Excellent communication skills
- Strong analytical and problem solving skills
- Strong customer relations skills
- Excellent planning and organizing skills

- Excellent judgment and decision making skills
- Ability to influence and motivate others
- Proficiency in the use of relevant computer applications

### **Technical**

- Good oral and written communications skills
- Good research, analytical and storytelling skills
- Knowledge of grammar usage and editorial style guidelines
- Ability to synthesize and analyze information quickly
- Ability to work in a fast-paced environment, while balancing competing priorities and managing multiple assignments
- Advanced IT skills in relation to Word, PowerPoint and Publisher

### **8. MINIMUM REQUIRED EDUCATION AND EXPERIENCE**

- Bachelor's Degree in Public Relations, Media/Communication Studies, Mass Communication, Public Relations or a related discipline;
- Two (2) years' experience in a Public Relations/Media and communications environment.

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

- Work will be conducted in an office outfitted with standard office equipment and specialized software. The environment is fast paced with on-going interactions with critical stakeholders and meeting tight deadlines which will result in high degrees of pressure, on occasions. May be required to travel locally and overseas to attend conferences, seminars and meetings.