



**GOVERNMENT OF JAMAICA  
MINISTRY OF SCIENCE, ENERGY AND TECHNOLOGY**

**TERMS OF REFERENCE**

**COMMUNICATIONS SPECIALIST**

**1.0 POSITION OBJECTIVES**

The Communications Specialist will design, plan and manage the Ministry's Communication and Public Relations Portfolio and also provide support to the communication needs of internal Projects/Programmes particularly the internal and external communications, public and media relations, events coordination and crisis communication.

The incumbent will create, develop and maintain positive relationships between the Ministry's technical portfolio, Projects/Programmes and its stakeholders and ensure that the Strategic Communication Plans and Public Relation Strategies are in line with appropriate policies and activities in keeping with the Ministry's mandate.

**2.0 SCOPE OF WORK**

The Communications Specialist will manage the Communications and Public Relations Unit and ensure the attainment of the stated communication goals of the Ministry and its respective Projects/Programmes through performing, inter alia, the following duties:-

- Develops Operational and Unit Plan and Budget for the Communications and Public Relations Unit.
- Designs, implements and manages the strategic Communications Plans around the Ministry's Portfolio and related Projects/Programmes, policies and legislations that inform its operations.
- Ensures that the communication strategies for the Ministry and its Projects/Programmes are executed effectively.
- Provides expert input into the development of a communications strategy/policy for the Ministry advising and/or obtaining professional advice on behalf of the Permanent Secretary and Ministerial team on public relations, media relations and other communications matters relating to the mission and work of the Ministry.
- Develops and oversees the execution/implementation of strategic social media and digital initiatives.
- Monitors the Ministry and its personnel's media presence/profile with a view to address appropriately.

- Monitors issues of concern to the Ministry and briefs the Ministerial team and Permanent Secretary accordingly.
- Develops strategies for prompt and effective responses to issues and crises relating to the Ministry's role, functions and technical Projects/Programmes.
- Tracks, researches and analyses information on Ministry related topics/issues; gathers information from diverse sources and agencies of the Ministry and helps to assess news value and other potential impact; as well as to evaluate the effectiveness of the Ministry's overall communications programme.
- Drafts, writes, and edits speeches for the Minister(s), Permanent Secretary and Senior Management team as required.
- Writes press releases and briefing papers.
- Responds to media enquiries and information requests; prepares related correspondence when required.
- Publicises priority areas and/or major events of the Ministry and Projects/Programmes; to include drafting of information strategies, co-coordinating efforts, monitoring and reporting on progress, taking appropriate follow-up actions, and analyzing the outcome.
- Undertakes activities to promote media coverage (e.g. press conferences/briefings, interviews, and other special activities).
- Monitors and analyses public opinion and the media, identifies issues and trends, and advises the Minister/Permanent Secretary on the appropriate action/responses.
- Produces/oversees/assesses the production of specific types of information communication products (e.g. press kits, press releases, feature articles, speeches, booklets, brochures, backgrounders, audio-visual materials, radio spot programme etc.).
- Conducts/manages/oversees the Ministry's participation in special events and exhibitions (e.g. Jamaica Alternative Energy Expo, career expositions, etc.).
- Coordinates media related activities for the Minister and Permanent Secretary.
- Handles all media requests of the Ministry and its Projects/Programmes.
- Keeps the Minister/Permanent Secretary informed of national and international news events that could impact on the image of the Ministry, either positively or negatively.
- Ensures the maintenance of an up-to-date- newspaper clippings file on local and international news items directly related to the policies, programmes and activities of the Ministry.
- Prepares continuously updates/information kit for distribution to the Ministry's target audiences/stakeholders.
- Identifies speaking opportunities for the Minister and prepares speeches for these events.
- Ensures maintenance of an up-to-date professional quality photographs for publication, when necessary.
- Arranges contract signings, as assigned by the Minister or Permanent Secretary.
- Provides the Minister/Permanent Secretary with regular media monitoring reports, e.g. articles, letters, or other relevant issues that appear in the print or electronic media.
- Coordinates and ensures continuous maintenance of current content on the Ministry's website.
- Develops and places appropriate articles/stories by and about the Ministry for both print and electronic media.
- Develops and maintains the Ministry's media contact network.
- Develops themes, activities and support material for major events of the Ministry, as required.

- Produces guidelines to help promote image consistency of the Ministry and its agencies.
- Identifies potential opportunities for positive media coverage.
- Ensures the provision of specialist services for media and public relations activities, including publishing and other print, audio and visual productions.
- Reviews materials (e.g. news releases, website content, newsletter, backgrounders, factsheets, etc.) produced within the Ministry or in cases where the work has been contracted outside the Ministry.
- Develops materials on complex issues (e.g. MOU, PMAS, etc.)
- Maintains continuous liaison with major media houses, including the Jamaica Information Service.
- Plans, develops and implements Public Relations (PR) strategies.
- Provides leadership on the implementation of key Communication strategies for the Ministry
- Coordinates the technical Projects' communication network by interacting with stakeholders and their communications team.
- Provides timely updates to stakeholders after consultation with the Projects/Programmes.
- Engages in damage control to balance any negative information in relation to the Projects'/ Programmes' activities.
- Designs and implements communications campaigns to highlight the work of the Ministry and its Projects/Programmes.
- Prepares and supervises the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes.
- Devises and coordinates photo opportunities.
- Develops media relations strategies, seeking high level placement in print, broadcast and online media.
- Monitors, analyses and communicates public relations results on a regular basis.
- Identifies and understands industry trends affecting clients and makes appropriate recommendations regarding communication strategies for them.
- Monitors and evaluates the performance of direct reports, prepares performance appraisals and recommends or initiates corrective actions where necessary.
- Participates in the recruitment of staff for the Ministry and recommends staffing arrangements in keeping with established human resource procedures and policies.
- Provides leadership and guidance to direct reports through effective planning, delegation, communication, training and mentoring.
- Takes steps to address the welfare and development needs of staff in the Unit.
- Makes provisions for direct reports to have sufficient and appropriate physical resources to enable them to undertake their duties efficiently and effectively.
- Ensures that direct reports are sensitized on the policies, procedures and regulations of the Public Service/Ministry.
- Recommends disciplinary action, leave and staffing arrangements for direct reports.
- Provides support on key projects/programmes involving the Ministry's Departments and Agencies:
  - Assist with the development and coordination of ongoing communication for the Petroleum Corporation Jamaica Oil and Gas Programme
  - Participate in the Public Relations Campaign with the Universal Service Fund (USF) Technology Advancement Programme (TAP) and other initiatives

- Participate in communication activities relate to the Capsite development Re-electrification programme for e-Learning Jamaica.
- Participate in communication in relation to the Integrated Resource Plan process.

### **3.0 KEY DELIVERABLES**

- Operational and Unit Plan
- Budget
- Strategic Communications Plans
- Media coverage and exposure of the activities of the Ministry
- Public Relations Strategies
- Communication Campaigns
- Speeches, messages, press releases, website content and other information products and articles for publication
- Coordination of media services
- Participation in displays/exhibitions and other public outreach activities

### **5.0 PERFORMANCE STANDARDS**

- The extent to which the public is aware and has a positive view of the Ministry's policies and Projects/Programmes; targeted increases in the public's awareness and perception.
- The extent to which the key deliverables of the Projects/Programmes including the number and frequency of speeches, news releases, and other information products are prepared and disseminated, within established time frames and according to work plan.
- Adequate controls and monitoring systems maintained.
- The extent to which the communications programmes supporting the strategic objectives of the Ministry and its Projects/Programmes are executed, over comparative periods of time.
- Established deadlines, targets and quality standards are consistently met.
- The training and upgrading of staff, according to plan.
- Qualitative and quantitative feedback from staff and the public on the performance of the Unit and the Ministry, respectively.
- Confidentiality, integrity and professionalism are maintained in the execution of duties.

### **6.0 REQUIRED COMPETENCIES**

- Excellent oral and written communications skills
- Excellent customer service skills
- Good interpersonal skills
- Emotional Intelligence
- Excellent problem solving and decision making skills
- Excellent time management skills

- Ability to work on own initiative and cooperatively with others in the pursuit of team goals
- Must have a flexible approach to work
- Must be dynamic and goal driven
- Proficient in Microsoft Suite
- Strong communications, research and analytical skills
- Ability to quickly review, analyze and integrate diverse information from varied sources.
- Thorough knowledge and practical experience in full range of communications approaches, tools, and methodologies essential to planning and executing effective communication strategies (e.g. message targeting, audience outreach, campaign/events management, etc.).
- Highly developed communication skills, including the ability to produce a variety of written communication products in a clear, concise style.
- Up-to-date knowledge of current affairs and issues.
- Discretion and sound judgment in applying expertise to highly complex and/or sensitive issues.
- Ability to organize, plan and implement a comprehensive public education campaign in support of defined objectives, to meet competing demands and work under pressure of frequent and tight deadlines.
- Broad understanding of the techniques of professional services/consultancy firms, journalism, public relations, communications or related fields.
- Ability to manage multiple projects/programmes.
- Ability to think creatively and plan strategically.
- Strong editing skills

## **6.0 QUALIFICATION AND EXPERIENCE**

- Bachelor's Degree in Communications, Public Relations, Journalism or other related field from an accredited tertiary institution; plus
- Minimum of five (5) years professional experience in Journalism, Communications, or Public Relations;
- Proven experience as a Communication Specialist;
- Solid understanding of project management principles (certification would be a plus);
- Experience in Content Production and Marketing is a plus.

## **7.0 REPORTING/SUPERVISION**

The Communications Specialist will be supervised by the Permanent Secretary of the MSET and will directly liaise with:

**Internally:** The Honourable Minister, Heads of Agencies and other staff

**Externally:** Media personnel, Government Communicators, the public and other stakeholders

## **8.0 DURATION AND CONDITIONS**

- The contract will be for a period of two (2) years, starting from the date of engagement stated in the contract agreement with the MSET and is renewable based on satisfactory performance.
- Required to work beyond normal working hours and days
- Travelling extensively locally