



Office of the Services Commissions

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CIRCULAR No. 448
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14th 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 fill the following **vacant** posts in the **Corporate Communications and Public Relations Branch, Ministry of Economic Growth and Job Creation (MEGJC)**:

1. **Corporate Communications Officer (MCG/IE 4)**, salary range \$4,266,270 - \$5,737,658 per annum.
2. **Web and Digital Content Officer (MCG/IE 3)**, salary range \$3,501,526 - 4,709,163 per annum.

1. Corporate Communications Officer (MCG/IE 4)

Job Purpose

Under the general direction of the Corporate Communications Manager, the incumbent is responsible for supporting the implementation of communication strategies and initiatives to increase awareness of the Ministry's policies, programmes and projects, enhance the Ministry's public image and increase stakeholder engagement.

Key Responsibilities

Management/Administrative:

- Represents the Branch at events, workshops, committees and conferences, as necessary;
- Drafts communication and communication crisis strategies;
- Designs and publishes promotional materials for the Ministry;
- Generates routine and ad-hoc reports, as necessary;
- Prepares monthly, quarterly and annual reports;
- Develops Individual Work Plans.

Technical/Professional:

- Supports the implementation of corporate communication strategies, including campaigns, activities and internal events, in alignment with the Ministry's objectives;
- Drafts communication strategies to convey key messages and objectives to target audiences;
- Recommends proposals for integrating communication strategies into both current and proposed policies, programmes, and projects within the Ministry;
- Identifies gaps in implemented and proposed strategies and recommends solutions;
- Conducts assessment of communication needs, and identifies emerging trends and requirements to inform strategic communication planning;
- Conducts research, captures and analyses data, metrics and insights to inform decision making;
- Promotes the Ministry's policies, programmes and initiatives through various channels to increase awareness;
- Ensures brand consistency is maintained across all communication materials and initiatives;
- Develops initiatives to engage with communities and key stakeholders;
- Prepares newsletters, brochures, presentations and other promotional materials for approval, in alignment with the Ministry's brand guidelines and communication plan.
- Designs and publishes the Ministry's newsletter and other internal materials, to ensure the proper dissemination of information to staff members and stakeholders;
- Assists in the planning and execution of public events, conferences and forums, to promote the Ministry's initiatives and programmes.
- Contributes to the development and implementation of crisis communication and risk communication plans and strategies, to mitigate and manage reputational risks.
- Assists in identifying new strategies to communicate and disseminate information, policies, procedures and programmes to members of staff, and the Ministry's Departments and Agencies;
- Performs any other related duties that may be assigned from time to time.

Required Knowledge, Skills, and Competencies

Core:

- Excellent oral and written communication skills;
- Creative thinking;
- Critical thinking skills;
- Good problem-solving skills;
- Team-Oriented;
- Strong interpersonal skills;
- Good organizational and time management skills;
- Adaptability;
- Flexibility;
- Commitment to maintaining brand consistency and integrity across all communication channels.

Technical:

- Proficiency in developing and implementing communication strategies;
- Proficiency in speech writing;
- Knowledge of media relations, crisis communication, risk management and public relations principles;
- Familiarity with communication tools and platforms;
- Ability to conduct needs assessment and analyze data;
- Skills in writing, editing and design;
- Strong knowledge in the use of Microsoft Office and Adobe Suite and other relevant computer applications and systems;
- Knowledge of web publishing; and
- Ability to utilize AI platforms to generate content.

Minimum Required Qualification and Experience

- Bachelor's Degree in Public Relations, Communications, Journalism, or any related field;
- Two (2) years of related work experience.

2. Web and Digital Content Officer (MCG/IE 3)

Job Purpose

The role of the Web and Digital Content Officer is to conceptualize, develop and execute social media and digital strategies across various social media and marketing platforms. This involves devising content and utilizing digital media to effectively communicate the Ministry's agendas and policies. The incumbent directly contributes to advancing corporate communications, public relations and branding objectives, while enhancing the Organization's online presence, driving brand awareness, and fostering meaningful engagement with stakeholders on websites and social media platforms.

Key Responsibilities

Management/Administrative:

- Represents the Branch at events, workshops, committees and conferences, as necessary;
- Develops and oversees all graphics, social media and digital content disseminated by the Ministry, ensuring alignment with the intended message and brand guidelines;
- Develops and reviews presentations and other materials, as needed;
- Offers technical advice and support to Senior Management, employees and other relevant stakeholders, ensuring smooth functioning of digital platforms and campaigns;
- Generates routine and ad-hoc reports, as necessary;
- Develops Individual Work Plans.

Professional/Technical:

- Assists in the development and implementation of social media strategies, ensuring alignment with the Ministry's strategic goals and objectives;
- Generates, edits, publishes and shares engaging content daily for the Ministry's social media audiences, including website content, blogs, etc. to maintain a consistent online presence;
- Develops and implements new features to increase awareness of the Ministry's programmes and policies through promotions and competitions;
- Ideates and creates videos, photos and graphics for the Ministry's social media platforms and other digital channels, ensuring content resonates with the target audience;

- Assists in the daily management of social media channels, including community management, scheduling, monitoring and evaluating content;
- Utilizes listening and research tools to obtain insights and track campaign performance, informing content strategy development and optimization;
- Assists in the creation and execution of digital advertising campaigns;
- Liaises with the PR team to ensure all content meets brand guidelines and communication standards, to maintain brand consistency across all digital platforms;
- Collaborates with the Communications and Media Specialist to develop and optimize content;
- Ensures content adheres to appropriate policies and GoJ requirements, conducting necessary checks before publishing;
- Edits content, monitors content needs, proofreads and creates videos and social media graphics, ensuring accuracy and visual appeals;
- Manages co-ordination and engagement in chat rooms, forums, webinars and promotions for corporate activities;
- Collaborates with stakeholders and internal/external publics to gather information, make decisions, and provide recommendations on social media strategies and design issues;
- Provides guidance and support to portfolio Agencies and Departments under the Ministry, ensuring alignment with overall communication goals and strategies;
- Provides advice on social media tools, techniques and applicability, serving as a subject matter expert on design and visual media, and offering counsel on graphics concepts and tactics;
- Compiles, develops, and delivers briefings, presentations and other vehicles, in support of social media operations, sharing lessons learned and best practices;
- Conducts research on current benchmark trends and audience preferences, informing content development and strategy refinement;
- Assists in the development of the Ministry's monthly social media plans, strategies and framework;
- Stays abreast of current technologies and trends in social media design tools and applications, making recommendations for adoption and implementation within the Ministry;
- Collaborates with the wider Ministry's creative team to ensure a consistent message and strategic focus in content creation, enhancing the overall user experience across digital platforms;
- Performs any other related duties that may be assigned from time to time.

Required Knowledge, Skills, and Competencies

Core:

- Excellent oral and written communication skills;
- Creative thinking skills;
- Good analytical Skills;
- Project Management skills;
- Good interpersonal Skills;
- Ability to manage limited resources to achieve outputs and targets;
- Customer and quality focus.

Technical:

- Strong knowledge in the use of Microsoft Office Suite and other relevant computer applications and systems;
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices;
- Understanding of digital marketing principles, such as search engine and social media optimization and web traffic metrics;
- Good understanding of social media KPI;
- Excellent knowledge of web design and publishing;
- Ability to use video and picture editing software's such as Photoshop, Canva and Adobe Premiere Pro.

Minimum Required Qualification and Experience

- Bachelor's Degree in Marketing, Communications, Digital Media, Journalism, or any related field;
- Certification in digital marketing, content creation, social media management or related areas are advantageous;
- Two to three (2-3) years of relevant experience.

Applications accompanied by résumés should be submitted **no later than Wednesday, 27th November, 2024 to:**

**Senior Director,
Human Resource Management and Development
Ministry of Economic Growth and Job Creation
7th Floor, The Towers
25 Dominica Drive
Kingston 5**

Email: human.resources@megjc.gov.jm

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**