



**MINISTRY OF TOURISM
JOB DESCRIPTION AND SPECIFICATION**

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|--------------------|---|
| JOB TITLE: | Manager, Public Relations |
| JOB GRADE: | MCG/IE 5 |
| POST NUMBER | 62770 |
| DIVISION: | Corporate Communications & Public Relations |
| BRANCH | Public Relations |
| REPORTS TO: | Director, Corporate Communications & Public Relations |
| MANAGES: | N/A |

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

Employee

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date Created/revised

1. JOB PURPOSE

Under the general direction of the Director Corporate Communications & Public Relations, the Manager, Public Relations is responsible for developing, implementing and evaluating public relations plans, programmes and strategies aimed at establishing and maintaining goodwill and mutual understanding between the Ministry of Tourism and its various stakeholders both locally and internationally to support the preservation and enhancement of the MoT's reputation and image.

2. KEY OUTPUTS

- Public Relations Plans and Programmes developed, implemented and evaluated
- Enquiries from the public responded to
- Communication Content Researched/written/edited/produced
- Social media platform managed
- Community/Public Relations fostered
- Public Education Activities and Events planned and executed
- Positive Image of the Ministry promoted
- Technical Advice and Recommendation Provided
- Annual/Quarterly/Monthly/Periodic Reports prepared
- Individual Work plan developed

3. KEY RESPONSIBILITY AREAS

Technical/Professional Responsibilities

- Assists in the development and delivery of the Ministry of Tourism's Public Relations strategies;
- Develops and implements strategic public relations plans, programmes and projects to inform the public, to increase public understanding, and to obtain support and cooperation from the public;
- Updates and maintains the MoT's calendar of events;
- Develops public education and information materials, presentations and displays – including contributing to the MoT's newsletters, FAQs, fact sheets, media/new media outreach and website content;
- Facilitates resolution of complex issues by building strategic relationships with stakeholders and develops consensus;
- Organizes and participates in community outreach activities to educate the broader community about the MoT's policies, programmes and projects;
- Researches, writes and edits speeches for the Ministers, Permanent Secretary and other senior executives for MoT events and various speaking engagements, including high impact internal and external audiences;
- Writes and distributes news releases and announces important MoT information and events;

- Manages media relations, including queries, press releases, interviews and placement of stories, press conferences and events for the MoT and its various divisions on the local, national and international levels;
- Arranges interviews with journalists and professional photo shoots for media publications and records special events;
- Organizes and represents the MoT at events including press conferences and launches, exhibitions, open days, functions and press tours etc.;
- Liaises with the Jamaica Information Service to secure special services such as airtime, photography, multimedia projection, etc.;
- Attends ministerial and executives speaking engagements on a regular basis and provides feedback to the Director, Corporate Communications & Public Relations;
- Ensures that all remarks and other public statements prepared for the Ministers, Permanent Secretary and other senior executives, are accurate, fact-checked and proofread;
- Assists in managing the organization's Public Relations budgets and operations;
- Produces special stories, feature articles and general information for the media upon request;
- Assists in planning and executing external opinion surveys, including design & administration, as well as the collation and evaluation of feedback;
- Contributes to the management of information for the Ministry's website;
- Provides current updates for inclusion on the Ministry's website, social media and internet;
- Monitors the print, electronic and news media, and develop strategies for dealing with topical issues relevant to area of responsibility;
- Develops and maintains professional and effective working relationships with the media, civic communities and other interest groups to provide on-going information on the MoT's activities and accomplishments;
- Coordinates Social Media campaigns and day-to-day activities:
 - ✓ Captures and analyzes social media data/metrics, insights and best practices to inform improvements where applicable;
 - ✓ Contributes in designing, creating and managing promotions and social ad campaigns;
 - ✓ Contributes towards the design (i.e.: Facebook Timeline cover, profile picture, thumbnails, ads, landing pages, X profile, Instagram, and blog);
 - ✓ Contributes in creating, curating, and managing all published content (images, videos and written);
 - ✓ Develops a repository of frequently asked questions and answers via social media.
- Keeps informed of developments in the public relations field, government management and fiscal governance to help the Ministry operate with initiative and innovation.

Management/Administrative Responsibilities

- Contributes to the development of the Division's Strategic and Operational Plans, Quarterly Reports and Budget;
- Develops Individual Work Plans based on alignment to the Division's Plan;
- Maintains customer service principles, standards and measurements;
- Participates in meetings, technical committees, seminars, workshops and conferences as required;
- Prepares reports and project documents as required;
- Prepares and delivers Public Relations related presentations as needed.

Human Resources Responsibilities

- Participates in the recruitment of staff for the Division and recommends, promotion, and leave in accordance with established human resource policies and procedures;
- Provides leadership and guidance to direct report through effective planning, delegation, communication, training, mentoring and coaching;
- Facilitates welfare and development of staff in the Unit;
- Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to the Division's and organization's goals;
- Maintains established customer service principles and practices in execution of duties;
- Prepares and conducts presentations on role of Division/Unit for the Orientation/Onboarding programme.

Other Responsibilities

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

4. PERFORMANCE STANDARDS

- Public Relations plans and programmes are executed efficiently and effectively and with maximum impact;
- Enquires from the public are responded to within the agreed standard level;
- Communication material designed are relevant, timely, and support the Ministry's initiatives;
- Community/public relations fostered by a display of tact, diplomacy, sensitivity and professionalism;
- Image of the Ministry promoted by development of strategies in keeping with the Ministry guidelines;
- 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;
- Monitors the performance of staff and facilitates the timely and accurate completion of the staff annual performance appraisals and other periodic reviews;
- Confidentiality, integrity and professionalism displayed in the delivery of duties and interaction with staff.

5. INTERNAL AND EXTERNAL CONTACTS

Internal Contacts (required for the achievement of the position objectives)

| Contact (Title) | Purpose of Communication |
|---|--|
| Permanent Secretary Senior Director, Corporate Communications | To provide advice and/or information and/or recommendations to particular issues requiring communication and public relations support and campaigns. |
| Chief Technical Director – Policy Formulation & Technical Coordination Senior Executives/Head of Divisions | Provide advice, build strong relationships to facilitate Public Relations initiatives and the exchange of information |
| System Support Officer | To facilitate editing of website and online spaces as well as manage social media initiatives and cyber branding activities of the Ministry. |
| General Staff | Receive and exchange information |

External Contacts (required for the achievement of the position objectives)

| Contact (Title) | Purpose of Communication |
|--|---|
| Senior Staff/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. |
| Media Consultants, Suppliers & Providers | Request proposals and quotations |
| MDAs | To exchange information, as well as support communication, public relations and branding activities. |
| Technical Committees, such as: Tourism Advisory Council, Disaster Risk Management, Cultural Heritage & Community Tourism | To consult on specific arrangements for meetings, media coverage or any activity being led by Minister or Permanent Secretary, providing information, requesting information or clarifications. |
| Tourism Policy Implementors: JTB, TPDCO, TEF, JAMVAC, Baths and Spa etc. | |
| Tourism stakeholders such as the World Tourism Organization (WTO), World Travel and Tourism Council (WTTC); Regional organizations: CARICOM, Caribbean Tourism Organization (CTO), Caribbean Hotel | |

| Contact (Title) | Purpose of Communication |
|--|-------------------------------|
| Association (CHA); Association of Caribbean States (ACS); etc. | |
| Other Stakeholders, example: Professional Bodies, Academia, etc. | |
| General Public | Receive and share information |

6. AUTHORITY

- Recommends improvements to the Public Relations and Education Strategies and Plans;
- Recommends leave and other Human Resource actions.

7. REQUIRED COMPETENCIES

Core

- Oral Communication
- Written Communication
- Customer & Quality Focus
- Teamwork & Cooperation
- Integrity
- Compliance
- Interpersonal Skills
- Change Management

Technical

- Excellent oral and written communications skills;
- Excellent research, analytical and storytelling skills;
- Knowledge of grammar usage and editorial style guidelines;
- Ability to synthesize and analyze information quickly;
- Ability to maintain the utmost discretion and diplomacy in interacting with high-level individuals and maintain confidences at all times;
- Ability to work in a fast-paced environment, while balancing competing priorities and managing multiple assignments;
- Ability to be flexible and self-motivated in order to deliver high quality work product on multiple communications platforms;
- 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, Journalism or a related discipline;
- Six (6) years' experience in a Public Relations/Media and communications environment, with at least three (3) years in management capacity.

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 internationally to attend conferences, seminars and meetings.