



## **MINISTRY OF TOURISM**

### **CAREER OPPORTUNITY**

Applications are invited from suitably qualified persons to fill the following position in the Ministry of Tourism.

#### **PUBLIC RELATIONS OFFICER (MCG/IE 4)**

#### **JOB PURPOSE**

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

#### **1. KEY RESPONSIBILITY AREAS**

##### **Technical/Professional Responsibilities**

- Assists the Director, Public Relations in planning, coordinating and executing Public Relations activities and events to promote a positive image of the Ministry;
- Provides logistical coordination and on-site support for all Ministry related events island-wide from concept to completion;
- Liaises with Divisional and Agencies Heads, Committee chairs, co-facilitates various event-related committees, as required.
- Researches and drafts speeches, briefs for senior executives in the MoT;
- 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;
- Provides off-site Public relations coverage for the Minister and other tourism-related events
- Coordinates Social Media campaigns and day-to-day activities to include:
  - Postings on the various social media platforms
  - Participates in monitoring, listening and responding to users in a “Social” way while cultivating interest.
  - Promoting the MoT’s policies, programmes and initiatives through social media, ensuring consistency across all platforms
  - Conducting online advocacy and leveraging social media platforms to facilitate cross-promotion of Ministry activities,
  - Assisting with creating, curating, and managing all published content (images, videos and written)
  - Participating in the design (ie: Facebook Timeline cover, profile picture, thumbnails, ads, landing pages, Twitter profile, Instagram, and blog).
  - Assisting in designing, creating and managing promotions and social ad campaigns
- 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 airtime, 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 the area of responsibility;
- Maintains the MoT's electronic photographic archives;
- Observes and reports on social, economic and political trends that might impact the ministry's public relations strategy;
- Keeps abreast of the new methods and developments in Public Relations, especially in the context of Public Service and Tourism Management.

#### **Management/Administrative Responsibilities**

- Contributes to the development of the Branch's Strategic and Operational Plans and Budget;
- Develops Individual Work Plans based on alignment to the Branch's Plan;
- Maintains customer service principles, standards and measurements;
- Participates in meetings, technical committees, seminars, workshops and conferences as required;
- Develops and maintains a repository of frequently asked questions and answers.
- Prepares reports and projects documents as required;
- Maintains customer service principles, standards and measurements;
- Prepares and delivers Public Relations related presentations as needed.

#### **Human Resources Responsibilities**

- Contributes to and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to the Division's and organization's goals;
- Assists with the preparation of and conducts presentations on role of Division/Unit for the Orientation and Onboarding programme.

#### **Other Responsibilities**

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

## **2. 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 according to established 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.

## **3. REQUIRED COMPETENCIES**

### **Core**

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

### **Technical**

- Sound oral and written communications skills
- Sound 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 in multiple communications mediums
- Advanced IT skills in relation to Word, PowerPoint and Publisher

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

- Bachelor's Degree in Public Relations, Media/Communication Studies, Mass Communication, Journalism or a related discipline
- Three (3) years' experience in a Public Relations/Media and communications environment.

#### **5. 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 ongoing 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.

Applications accompanied by Resume should be emailed no later than **January 24, 2022** to:

Director, Human Resource Management & Development  
Ministry of Tourism  
64 Knutsford Boulevard  
Kingston 5  
[hrm@mot.gov.jm](mailto:hrm@mot.gov.jm)

We appreciate all expressions of interest. However, only shortlisted applicants, will be contacted.