



## CIVIL SERVICE OF JAMAICA JOB DESCRIPTION & SPECIFICATION

<b>Ministry/Entity: MINISTRY OF JUSTICE</b>	
<b>Job Title</b>	Director, Public Relations and Communication
<b>Job Grade</b>	MCG/IE5
<b>Post Number</b>	68713
<b>Unit</b>	Public Relations and Communication
<b>Division</b>	Corporate Services
<b>Reports To:</b>	Permanent Secretary
<b>Direct Reports</b>	Public Relations Officer, Senior Secretary,
<b>Indirect Reports</b>	Research and Monitoring Officer, Records Clerk

**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

### **A. JOB PURPOSE STATEMENT (reason for job existing)**

To develop and maintain a corporate communications programme, to promote and enhance the public image and corporate identity of the Ministry, to promote healthy lifestyle and maintain a coordinated system of promotional publications.

This position is also responsible for monitoring and analysing public opinion on the Ministry as well as to administer the Ministry's internal communications programme.

### **B. KEY OUTPUTS**

1. Communications policies established
2. Annual Operational Plan formulated
3. Budget prepared
4. Speeches for the Minister and Permanent Secretary prepared
5. Routine and Special Reports and press releases prepared
6. Communications Programmes prepared
7. Publications arranged
8. Pertinent advise given
9. Corporate Communications Programme developed and maintained
10. Information emanating from the Ministry coordinated

### **C. KEY RESPONSIBILITY AREAS**

#### **Technical**

1. Plans and supervises the production of educational material
2. Liaise with Head of Departments and Agencies to prepare stories and features for the Ministry of Justice's newsletter
3. Disseminates information on the Ministry's programmes and policies to both internal and external customers.
4. Prepare written reports on relevant issues and problems for the information of the Minister and the Permanent Secretary.

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

1. Liaises with the Officer of the Minister and Permanent Secretary to ensure adequate co-ordination of coverage of event, which they attend.
2. Liaises with the Jamaica Information Service and other Media Houses to ensure coverage of the Ministry's activities
3. Ensure print payment files are prepared and processed and followed up to ensure that clients are paid
4. Formulates and implements internal and external communications, policies and strategies for the

Ministry of Justice, its Departments and Agencies, to include elements of Public/Media Relations, Justice Promotion and Employee Communications

5. Participates actively in task forces, committees and corporate activities to identify and help with the resolution of organisation wide concerns
6. Coordinates and manages the Operational Plan and budget for the Public Relations and Communication Unit.
7. Maintains expenses within established budgetary limits to help secure the organization financial position
8. Provides communication leadership, advice and support to all programmes undertaken by the Ministry and its departments
9. Manages the ongoing development of key communications tools including the Ministry's Website. Functions as Chairperson for the Website Committee
10. Develops and maintains networking relationships with appropriate associates and colleagues by participating in local and international organisations to gain information useful to achieving divisional and corporate goals
11. Participates in the quarterly and annual Performance Review to assess the achievements of the Ministry of Justice
12. Prepares routine and special reports and submits to the Permanent Secretary on a timely basis

#### **External Communications**

1. Develops and maintains a Corporate Communications Programme that is consistent with the strategic direction of the Ministry of Justice
2. Advises the Minister, as well as the Permanent Secretary of public relations opportunities and questions, recommends courses of action.
3. Provides presentation support including speech-writing and presentation training
4. Develops and maintains a working relationship with Jamaica Information services and the Media, and assists all departments and agencies of the Ministry in placing news, features and technical articles in the media
5. Collaborates with Executive Management in the Ministry to devise strategies to increase the level of awareness on Justice issues and to change negative attitudes and behaviour patterns
6. Establishes linkage with NGOs and other community based organisations so that Justice promotion initiative reach all sectors of the society
7. identifies opportunities for public presentation by technical and management staff on issues pertaining to Justice
8. Coordinates all information emanating from the Ministry and serves as the primary spokesperson for the Ministry, especially in matters involving the media
9. Oversees the planning and direction of special events and exhibitions as appropriate, to inform the public of Justice Issues and programmes undertaken by the Ministry. Ensures that stakeholder concerns are considered
10. Provides leadership and direction to the production and dissemination of publications on Justice. Provides consultation to other Units and Departments regarding the use of technical consultants, photographers, etc

### **Employee Communications**

1. Plans and evaluates a comprehensive employee communications programme
2. Uses a variety of methods including print, electronic and face-t- face communication methods to communicate corporate vision, mission values goals and activities to employees and to communicate appropriate information about external influences
3. Ensures that employees have access to a variety of methods to provide feedback to management on issues affecting them and the Ministry
4. Uses communication programmes to encourage and support employees in community activities

### **Human Resource**

1. Instructs and orients staff in the programmes and procedures as well as unit's mission and goals to ensure compliance and delivery of quality service to internal and external customers
2. Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to organisational goals
3. Develops staff line with organisational goals to deliver effective Justice promotion and communication service
4. Monitors and evaluates the performance of directs reports and conducts performance appraisals
5. Manages the welfare and development of direct reports through the recommendation of required training and development programmes.
6. Provides leadership to staff through effective objective setting, delegation, and communication.
7. Provides guidelines to staff through coaching, mentoring and training, providing assistance and support as needed.
8. Participated in the recruitment of staff for the unit.
9. Ensures that staff is aware of and adhere to policies, procedures and regulation of the Division and the Ministry.

### **Other**

1. Keeps skills and practice up-to date in line with best practice and professional standards
2. Performs other related duties as may be assigned by the Permanent Secretary

## **D. PERFORMANCE STANDARDS**

1. Develop Comprehensive Communications Policies and programmes for the Ministry within agreed timeframe
2. Timely action is taken to counteract any adverse publicity given to the Ministry and the Justice Sector in accordance with established guidelines
3. Prepare press releases and special reports within prescribed timeframe
4. Provide pertinent advise within agreed timeframe
5. Produce well-researched, accurate documents within specified timeframe
6. Timely action is taken to inform the public of Justice issues/concerns
7. Discharge supervisory duties in accordance with organisational policies and applicable laws
8. Welfare of staff is clearly identified and addressed

9. Integrity and confidentiality exercised in the execution of duties
10. Prepare speeches for the Minister and Permanent Secretary within agreed timeframe
11. Prepare Communication programmes within agreed timeframe
12. Arrange publications
13. Coordinate information emanating from the Ministry

## E. REQUIRED COMPETENCIES

(I. and II. See PMAS Competency framework for behavioural attributes)

I. Core Competencies	Level	II. Technical/Functional Competencies	level
Oral Communication		Excellent research and analytical skills	
Written Communication		Excellent problem solving and decision making skills	
Demonstrates Integrity		Good leadership and management skills	
Team Work & Cooperation		Excellent knowledge of the Ministry's policies and procedures	
Ability to work on own Initiative		Ability to manage effectively external relationships	
Compliance		Goal/result oriented	
Time Management		Good planning and organizing skills	
Interpersonal		Excellent knowledge of modern public relations practices and techniques	
Adaptability		Good computer skills	
Customer and Quality Focus			

## F. MINIMUM REQUIRED EDUCATION AND EXPERIENCE

### (a) Specific knowledge (however acquired) required to start:

- Specialized knowledge in Public Relations and Communication

### (b) Qualifications and Experience

- Masters degree in Mass Communications or Journalism plus,
- Eight (8) years experience in Corporate Communication, Public Relations or the media, with at least four (4) years at the management level

**(C) Continuous Professional Development**

- Attend relevant training on emerging trends and practices within the field.
- Network within the profession and relevant associations to keep abreast with the industry.

**G. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB**

- Typical working environment, no adverse working conditions
- Late nights and weekends
- 24hour call

**H. AUTHORITY**

- Disseminate information to staff on changes in the relevant act, regulation codes and laws
- Manage and mediate employee conflicts and grievances
- Respond to media/public queries
- Represent and speak on behalf of the Ministry at public fora
- Approve expenditure within approved limits
- Speaks with the Press/Media in consultation with the Permanent Secretary;
- Approves lay-out of educational publication for the Ministry.