



**CIVIL SERVICE OF JAMAICA  
JOB DESCRIPTION & SPECIFICATION**

|   |   |
|---|---|
| <b>Ministry/Entity: MINISTRY OF JUSTICE</b> |   |
| <b>Job Title and Job Grade</b>              | <b>Senior Public Relations Officer<br/>MCG/IE 4</b> |
| <b>Post Number</b>                          | 51220   |
| <b>Unit</b>                                 | Public Relations and Communication Branch           |
| <b>Division</b>                             | Corporate Services                                  |
| <b>Reports To:</b>                          | Director, Public Relations and Communication        |
| <b>Direct Reports</b>                       |   |
| <b>Indirect Reports</b>                     |   |

**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**

The Senior Public Relations Officer is responsible to design, plan and, execute media programmes to make the various groups of clients aware of the Ministry's activities, programmes, services requirements and responsibilities and also to foster involvement and inclusiveness in order to achieve the Ministry's vision, goal and mission

## **B. KEY OUTPUTS**

- Newspaper articles, features stories prepared and published
- Briefs prepared
- Newspaper advertisement published
- Media related advise given
- Draft of speech written
- Media release submitted
- Budget/Corporate and Operational Plans documented;
- Communications plan developed and implemented;
- Programmes and projects covered in the media;
- News releases, internal newsletters and other information products published;
- Special Events and projects organized/coordinated;
- Participation in public outreach activities
- Assist with the planning of special events and exhibitions as appropriate, to inform the public of Justice Issues and programmes undertaken by the Ministry.
- Effective promotion of the Ministry's image in keeping with its mission, goal and vision
- Effective public relations promoting public understanding and acceptance of the Ministry's laws, regulations, policies, programmes and activities.

## **C. KEY RESPONSIBILITY AREAS**

- Liaise with Heads of Departments and Agencies to prepare stories and features for the Ministry of Justice's newsletter
- Assist with preparation of written reports on relevant issues and problems for the information of the Minister and the Permanent Secretary.
- Assist with preparation of speeches for the Minister/Permanent Secretary and Senior Directors;
- Develops press releases and organizes interviews to all types of media, in a bid to educate stakeholders and the public in general on the Ministry's policies, procedures and activities;
- Ensures that the unit has adequate equipment.
- Monitors relevant media programmes to provide research support for follow up response.
- Liaises with the Jamaica Information Service and other Media Houses to ensure coverage of the Ministry's activities
- Establishes and maintain effective working relationships with representatives of the media;
- Enhances and maintain a positive corporate image of the organization to the public.

- Manages internal communication channels
- Participates in the recruitment of staff for the unit.

#### **D. PERFORMANCE STANDARDS**

- A positive image of the Ministry is portrayed
- Public understanding and acceptance of the Ministry's policies, functions and programmes are evident
- Speeches, briefs, news releases are comprehensive and accurate and submitted within established timeframe;
- Follow up mechanism is implemented according to established guidelines;
- Programmes are developed according to stated guidelines
- Dissemination of information within established timeframe
- Up-to-date "Web ready" information provided within agreed time frame.
- Well-researched , accurate documents produced within specified timeframe
- Pertinent advise provided within agreed timeframe
- Integrity and confidentiality exercised in the execution of duties.

#### **E. REQUIRED COMPETENCIES (I. and II. See PMAS Competency framework for behavioural attributes)**

| <b>I. Core Competencies</b> | <b>Level</b> | <b>II. Technical/Functional Competencies</b> | <b>level</b> |
|-----------------------------|--------------|--|--------------|
| Oral Communication          |              | Knowledge of relevant computer applications  |              |
| Written Communication       |              | Excellent leadership skills                  |              |
| Integrity                   |              | Excllent organizational skills               |              |
| Team Work & Cooperation     |              |  |              |
| Initiative                  |              |  |              |
| Compliance                  |              |  |              |
| Time Management             |              |  |              |
| Interpersonal               |              |  |              |
| Adaptability                |              |  |              |
| Customer and Quality Focus  |              |  |              |

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

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

- Specialized training in Public Relations
- Expertise in event planning and management
- Experience in planning, developing and implementing PR strategies

### **(b) Qualifications and Experience**

- First degree in Mass Communication/ Public Relation from a recognized institution
- At least five years as a Communications Practitioner with research method

### **(c) Continuous Professional Development**

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

- Late nights and weekends
- 24hour call
- Office environment

## **H. AUTHORITY**

- Prepare advertisement layout
- Represents the Ministry to the public