



Ministry of
Education & Youth

CAREER OPPORTUNITY



JOB TITLE

COMMUNICATION SPECIALIST

CORPORATE COMMUNICATION DIVISION

BACKGROUND:

The Ministry of Education & Youth has been undergoing transformation and modernization of its structure, systems and programmes. This has included the establishment of new entities/agencies, which will have responsibility and ownership for some of the functions, which were formerly carried out under the parent Ministry. The role and functions of the Ministry are diverse and complex and the Executive management team continues to grapple with the diverse issues arising from the implementation of the transformation process and ongoing changes as it seeks to improve the efficiency and effectiveness of the Education Sector

In addition to managing the ongoing transformation and regular operations of the Ministry, there is a significant requirement for communication strategies with the many and varied stakeholder groups within the education sector. The implementation of the transformation process also requires that comprehensive communication and public relation strategies are in place to ensure adequate updating and feedback opportunities are provided to and for the stakeholder groups. The Ministry has experienced reputational damage in recent years and is seeking to rebuild trust with all our stakeholders and the general public. There is a need for communication strategies to be developed to combat and respond to the issues as they arise.





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A Corporate Communications Division was recently established in the Ministry and is in its infancy. The Corporate Communications Division is tasked with responding to numerous operational matters on a daily and weekly basis in support of the Minister, Permanent Secretary, Ministry and Agencies. The numerous daily and weekly demands on the Corporate Communications Division have made it difficult to craft and develop a comprehensive communication strategy for the Ministry, Agencies and Regions.

To this end, the Ministry is seeking to engage the services of Communications Specialist on a short term basis as resource personnel to strengthen its in-house capacity to ensure that the communications and public relations strategies are on target and consistent with supporting the modernization of the Ministry and by extension the education sector.

OBJECTIVE:

To provide strategic leadership in the development of a comprehensive communication and public relations strategies to address all facets of the Ministry, Regions and Agencies operations.

SCOPE OF WORK:

Under the general direction of the Permanent Secretary, the Communication Specialist will have the responsibility for developing comprehensive communication plan and public relations strategies for the Ministry. The consultant will work in collaboration with the OD Specialists in the OD Unit and the requisite staff in the Ministry



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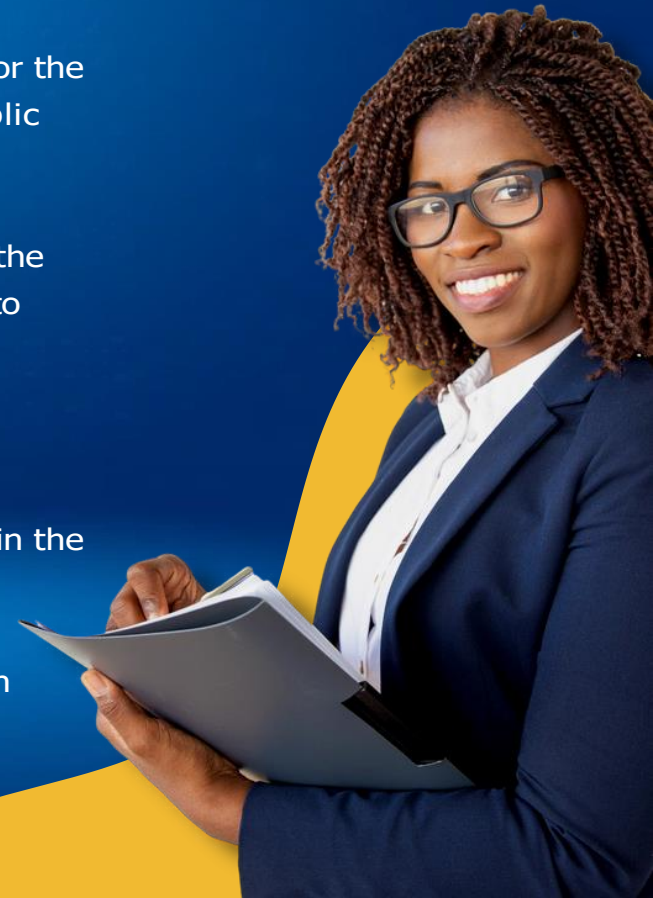
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The Communication Specialist will also have the remit to:

- ◆ Identify any potential problems relating to the current communications and public relations strategies
- Collaborate with the senior officers in the Communications Division and senior officers in the Ministry, Regions and Agencies in developing these strategies

MAJOR ACTIVITIES/OUTPUTS

- ◆ Review of current communication and public relations strategies for the Ministry. Development of comprehensive communications and public relations strategies for the Ministry, Agencies, Regions.
- ◆ Review and assess communication and public relations policies of the Ministry making recommendations for change and improvement to enhance current strategies and ensure alignment to modern and government practices.
- ◆ Review and revise the current communication and public relations standards ensuring the effectiveness and alignment to excellence in the Corporate Communications Division.
- ◆ Develop and align communication and public relations strategies in support of the ongoing transformation of the Ministry.





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- ◆ Develop and devise strategies for stakeholder consultations/updates at appropriate stages of the transformation process.
- ◆ Review current practices related to crisis management and develop comprehensive and proactive strategies to manage, contain, and minimize the impact of crises which may arise
- ◆ Assessment and identification of communication and public relations risks and the development of comprehensive risk mitigation strategies and plans for all tiers of communication issues arising

REQUIRED QUALIFICATIONS/EXPERIENCE/COMPETENCIES

- ◆ Postgraduate level qualification in Communications/ Public Relations or in one of the equivalent social science disciplines, with a minimum of five (5) years related working experience at a senior level.
- ◆ Thorough understanding of the practice and principles of Communications and Public Relations
- ◆ Excellent understanding of strategic planning
- ◆ The ability to prioritize amidst conflicting demands
- ◆ Excellent interpersonal and communication skills
- ◆ Professionalism, integrity, and confidentiality





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IMPLEMENTATION:

- ◆ The Communication Specialist will operate under the general direction of the Permanent and will collaborate closely with the Director, Communications Division, and senior executives of the Ministry
- ◆ The services will be contracted for a period of two (2) years.

CONDITIONS:

- ◆ All documents produced are the property of the Ministry of Education & Youth, and the consultant is expected to provide the tools necessary to undertake the assignment.
- ◆ All required documents/ information will be provided, as well as access to the relevant officers. In addition, any travel required locally will be authorized as necessary.

