

JAMAICA TERTIARY EDUCATION COMMISSION

JOB DESCRIPTION

1. JOB TITLE:	Public Relations and Information Officer
JOB GRADE:	(To be determined)
DIVISION SECTION:	Public Education and Information
REPORTS TO:	Director of Public Education and Information
SUPERVISES DIRECTLY:	N/A

2. JOB SUMMARY:

To provide support to the Director by developing, coordinating and implementing plans, programmes and strategies to facilitate effective communication and goodwill between the Jamaica Tertiary Education Commission and its stakeholders.

3. OUTPUTS:

- Public relations plans and programmes developed and implemented
- Publication materials designed and produced
- Stock of Publications maintained
- On-line portals (web sites and social media) updated
- Media events organized and executed
- Press releases and correspondence drafted
- Inquiries responded to /referred
- News items and public relations materials circulated
- Electronic/manual records/files maintained
- Graphic products produced
- Reports prepared

4. KEY AREAS OF RESPONSIBILITY:

- Develops public relations programmes in collaboration with the Director
- Implements, monitors and evaluates communication and promotional campaigns
- Designs, produces and proofreads public relations/ communications materials, to promote awareness of J-TEC and knowledge of tertiary education issues.
- Assists with the writing and editing of material for J-TEC's publications (brochures, fact sheets, annual reports, newsletters etc.)
- Monitors the print/electronic media and advises Director of matters relating to the Commission and the tertiary education sector
- Develops strategies to deal with topical issues as they arise from time to time.
- Researches and analyses trends to determine public education needs

- Develops and maintains professional and effective working relationships with the media, civic and target groups
- Monitors stock levels and prints copies of J-TEC’s publications
- Maintains distribution lists and ensures the timely circulation of public relations materials
- Assists in the design of the creative components for J-TEC’s on-line portals with the assistance of the MIS Branch, and updates the portals
- Organizes press conferences and other media related events as directed
- Assists in organizing and executing the EduVision Conference
- Prepares draft press releases, letters and other correspondence
- Attends promotional events across the island as required
- Receives and responds to or redirects where appropriate, telephone calls, emails and other inquiries on J-TEC and the Tertiary sector affairs.
- Collates, and circulates news items concerning J-TEC to relevant staff
- Maintains hard and soft copy files and records on public/media relations activities in accordance with established procedures
- Performs other related functions assigned from time to time by the Director of Information and Public Education

5. PERFORMANCE STANDARDS

- Key deliverables are produced within the agreed time-frame and to required standards
- Activities and events are planned and executed efficiently and effectively and with maximum impact
- Plans and programmes are developed, implemented, reviewed and evaluated on a timely and ongoing basis
- Plans and programmes are relevant, timely, appropriate and support the Commission’s initiatives, corporate goals and the promotion of a positive public image
- Tact, diplomacy, sensitivity and professionalism are exhibited in interacting with the public and media
- Cooperative working relationships are fostered and maintained with both internal and external contacts
- Communication materials produced are creative, innovative and professionally designed
- Content of the Commission’s website, social media sites and calendar of events are updated on a timely and ongoing basis
- Records and filing systems (electronic and paper) are developed, organized and maintained
- Reports are thorough, conclusions/recommendations sound, and are prepared and submitted within the given time frame
- Responses provided to enquiries in a timely manner

6. Internal and External Contacts (specify purpose of significant contacts):

Within the Commission

Contact (Title)	Purpose of Communication
General Staff	<ul style="list-style-type: none"> • Receiving and responding to routine public relations related inquiries
Divisional/Branch/Unit Heads	<ul style="list-style-type: none"> • Counsel and advice re public relations events and issues

Contacts external to the organisation required for the achievement of the position objectives:

Contact (Title)	Purpose of Communication
Members of the public	<ul style="list-style-type: none">• Receiving and responding to inquiries• Rolling out of programmes and other public initiatives
Media organizations and personnel	<ul style="list-style-type: none">• Re provision of media coverage for events; press releases; media request for information, etc.
Advertising/Public Relations Organizations	<ul style="list-style-type: none">• Assistance in publicizing events
Jamaica Information Service	<ul style="list-style-type: none">• Re provision of special services such as photography, multi-media projection, etc.
Local & international tertiary education institutions & students	<ul style="list-style-type: none">• Collaboration.• Sharing information
MOE Agency Heads; Principals Staff of the DSS	<ul style="list-style-type: none">• Advice re public relations events and issues• Collaboration re the development of public relations plans, programmes and strategies

7. Required Competencies:

Core

- Sound knowledge of the role, functions, policies of the Commission
- Excellent oral and written communication skills and sound command of the English Language
- Excellent editing, précis and analytical skills
- Excellent interpersonal skills and ability to interact with various levels of the public
- Possession of a creative and innovative mindset and skills
- Ability to determine priorities and handle multiple tasks to meet deadlines
- Ability to build and sustain professional, cooperative and effective working relationships
- Ability to think creatively and display sound judgment
- Good organizing and time management skills

Technical

- Working knowledge of public relations/public communication principles and techniques
- Working knowledge of graphic art techniques, including design and layout
- Ability to understand and use media forms and format requirements
- Knowledge of electronic/corporate publishing and print production
- Proficiency in the use of relevant computer applications, including Adobe, Publisher and Microsoft Office Suite.

8. MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE

- Bachelor's Degree in Mass Communications/Public Relations/Journalism or equivalent qualifications from a recognized institution
- Basic training in graphic design/photography
- Three (3) years experience in Marketing or Public Relations or related areas

9. AUTHORITY

- To access information required in the course of duty

10. SPECIAL CONDITIONS

- May be required to work beyond normal working hours, and on weekends and public holidays from time to time
- Required to travel to events locally
- Required to possess a valid Driver's Licence and a reliable motor car

JD No.

Validation of Job Description

This document is validated as an accurate and true description of the job described herein

Head of Department/Division

Date

Manager/Supervisor

Date

Employee

Date

Date Received in Human Resource Division

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