



**MINISTRY OF EDUCATION & YOUTH
VOCATIONAL TRAINING DEVELOPMENT INSTITUTE (VTDI)
JOB DESCRIPTION AND SPECIFICATION (PROPOSED)**

JOB TITLE:	Manager, Communications and Marketing
JOB GRADE:	(to be determined)
POST NUMBER:	
DIVISION/UNIT:	Communications and Marketing
REPORTS TO:	Principal
MANAGES:	Social Media Officer

This document will be used as a management tool and specifically will enable the classification of positions and the evaluation of the performance of the post incumbent.

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

Strategic Objectives of the VTDI (in which the position is located):

To provide comprehensive current and accurate information about the policies, programmes and services of the VTDI through the use of dynamic communication and marketing tools and strategies.

Job Purpose

Under the general direction of the Principal, VTDI the Manager Communications and Marketing is responsible for planning, coordinating, implementing and facilitating public education, communication and marketing activities and programmes, to raise public awareness and provide information on the role, functions and programmes of the VTDI, with the ultimate aim of building goodwill, collaborative partnerships and coalitions with the public, communities and organizations involved in the Technical/Vocational industry to achieve the VTDI's goals and objectives.

Key Outputs:

- Marketing strategies developed and implemented
- Public education activities and events planned and executed
- Trends and public education needs researched/identified/tracked/addressed
- Liaison maintained with Communities, Industry Players, Schools/Tertiary institutions
- Public partnerships and coalitions fostered/facilitated/maintained
- Speeches, marketing materials prepared
- Image of the VTDI promoted
- VTDI's interest represented at relevant public events
- Social Media Platforms maintained
- Records and files maintained
- Reports prepared
- Staff Performance Appraisals conducted

Key Responsibility Areas:

Technical / Professional Responsibilities

- Develops, coordinates, schedules and promotes the delivery of communication and marketing strategies, outreach programmes and other related activities to target audiences;
- Informs/educates the public of the role and functions of the VTDI in fulfilling its role in the advancement and development of people, industry and institutions as well as related projects and programmes to advance and strengthen the technical vocational industry ;
- Conducts the necessary research to identify industry needs;
- Evaluates the effectiveness of communication and marketing strategies/programmes through data collection and analysis that considers present and future trends, in the interest of developing goals, strategies, programmes and materials that address industry needs;
- Monitors the social media, print, electronic and news media and develops strategies for dealing with topical issues relevant to area of responsibility;
- Ensures the development of Social media strategies to advance the programmes of the VTDI.
- Develops marketing materials, speeches and press releases for the Principal and VTDI.
- Liaises with the relevant Ministry's Agencies and Divisions in the development of public education programmes, plans and strategies ;

- Liaises with primary, secondary and tertiary level educational institutions to facilitate public education and outreach programmes;
- Facilitates and leads collaborative partnerships and coalitions with corporate industry players involved in technical/vocational activities ;
- Presents and facilitates public education workshops, seminars and other interventions to schools and other stakeholder groups;
- Fosters community relations through the planning and execution of events such as open days and through involvement in community initiatives;
- Provides training, materials and oversight to personnel assigned to and/or assisting in communication and marketing activities;
- Prepares and submits grant proposals soliciting funds for public education initiatives;
- Prepares and presents reports on various public education related issues as assigned or needed;
- Monitors and reports on social, economic and political trends that might impact the organization's communication and marketing strategies;

Management/Administrative Responsibilities

- Maintains appropriate records/documentation regarding Marketing, communication, marketing and public education activities and outcomes;
- Works closely with corporate communications colleagues to maximize the impact of public education programmes through effective communication content and media access;
- Participates in the development of corporate communication policies, plans and strategies;
- Represents the VTDI on community project teams;
- Prepares periodic and special reports on areas of responsibility;
- Prepares the Estimates of Expenditure and Corporate Plan for the Unit.

HR Responsibilities -

- Develops and manages the performance of staff supervised, including transferring skills, motivating and mentoring, arranging for training, setting performance targets, monitoring performance, providing feedback and initiating corrective action where necessary to improve performance;
- Promotes the building of institutional knowledge for the Unit by ensuring that established systems and procedures are documented and disseminated;
- Participates in the recruitment and selection of staff, and recommends movement when appropriate;
- Recommends vacation leave and approves sick and departmental leave for staff in the Unit, and participates in the administration of staff benefits in keeping with established human resource policies;
- Recommends/ administers disciplinary action in keeping with established human resource policies;
- Conducts monthly and other ad hoc staff meetings as required;
- Ensures that staff adhere to the policies and procedures of the Ministry and the Division;
- Recommends that staff be provided with adequate and appropriate physical resources to enable them to undertake their duties effectively and efficiently;
- Fosters teamwork, a harmonious working environment and promotes collaborative working relations;

- Conducts performance appraisals of staff supervised for required purpose and at required intervals;

Performance Standards:

- Plans and programmes are relevant, timely, appropriate and support the VTDI's corporate goals and the promotion of a positive public image;
- Events, activities and outreach programs are efficiently and effectively coordinated and executed;
- Professional, collaborative and effective working relationships are fostered and maintained with local communities, stakeholder organizations and the public;
- Impact of communication and marketing programmes is maximized through effective communication strategies, content and media coverage;
- Public education feedback is analyzed, conclusions drawn and corrective action recommended;
- Awareness of and sensitivity to the local political, social and economic environment is demonstrated;
- Statements, advice and counsel on communication related matters are sound and based on a thorough consideration of all relevant factors;
- Records and filing systems, electronic and paper, are developed, organized and maintained;
- Reports are comprehensive and conclusions and recommendations sound.

Internal and External Contacts (specify purpose of significant contacts:

Within the Division

Contact (Title)	Purpose of Communication
General Staff	Receiving and responding to routine communication and marketing strategies
Divisional/Branch/Unit Heads;	Counsel and advice re public education events and issues. Collaboration re the development of public education plans, programmes and strategies
Communications Staff	Collaboration re media coverage, press releases, request for information, etc.

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

Contact (Title)	Purpose of Communication
General Public	Receiving and responding to inquiries. Rolling out of programmes and involvement in community, and other public initiatives.
Primary, secondary and tertiary educational institutions; private and community organizations,	Re outreach programmes and collaboration on partnership initiatives;
Miscellaneous service providers	Re media coverage, speakers, venues and general logistical support for events, functions, etc
MOEY	Re: Public Education Strategies and Events

Required Competencies:

Core

- Awareness of public education, communication issues and trends
- Excellent oral, written, presentation, public speaking, research and analytical skills

- Excellent interpersonal skills and ability to interact with various levels of the public
- Ability to build and sustain professional, cooperative and effective working relationships
- Ability to be flexible in work and thought processes, determine priorities and handle multiple tasks to meet deadlines
- Ability to comprehend and articulate authoritatively on education related issues
- Ability to build credibility and be accepted professionally by the public and the educational community
- Ability to demonstrate good judgment, sensitivity to and respect for a diverse public
- Possess outgoing personality, self-confidence and a positive attitude
- Team and results oriented
- Keen awareness of and sensitivity to the local political, social and economic environment
- Well presented professional appearance

Technical

- Comprehensive knowledge and understanding of the VTDI policies, procedures, plans and programmes
- Working knowledge of educational principles and methodology, including learning needs and styles as well as instructional techniques
- Knowledge of the principles of public and human psychology
- Knowledge of survey methodologies
- Understanding of public education risk factors and strategies to overcome risks
- Well developed computer skills utilizing Word, Excel, PowerPoint and Outlook Publisher

Minimum Required Education and Experience

- Bachelor's Degree in Media/Communication Studies, Mass Communication, Public Relations or a related discipline;
- Four (4) years' experience in a Media and communications environment, with at least two (2) years in management capacity.

Authority To:

- approve expenditure within prescribed limits
- recommend changes to communication/marketing policies / procedures
- coordinate the public education programmes and activities of the Ministry
- recommend vacation leave
- approve Sick and Departmental Leave

Specific Conditions associated with the job:

- Normal office environment
- Required to work beyond normal working hours to complete assignment including weekends and public holidays
- Required to travel island-wide
- Required to possess a valid Driver's Licence and a reliable motor vehicle.

