

NATIONAL COLLEGE OF EDUCATIONAL LEADERSHIP

JOB DESCRIPTION AND SPECIFICATION - Proposed

JOB TITLE:	Communications & Public Relations Officer
JOB GRADE:	
POST NUMBER:	
DIVISION/BRANCH:	Office of the CEO
SECTION/UNIT	N/A
REPORTS TO:	Chief Executive Officer
MANAGES:	N/A

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 Branch/Division

Date

Date received in Human Resource Management Branch

Date Created/revised

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

Job Purpose

To plan, develop, implement and support internal and external communications and public relations programmes and strategies to help promote the NCEL's services and enhance its public image and presence within local and international academic circles.

Key Outputs:

- The NCEL's public education and communications programmes planned
- The formulation of internal and external communications policies and protocols supported
- Broad-based public education campaigns developed and implemented
- Broad-based messaging to support the work of the College developed
- A broad-based communications programme developed and implemented
- Copy for promotional and educational material created
- Opportunities for promoting the interests of the NCEL identified, and the CEO advised
- Events hosted by the Office of the CEO planned and organized
- The CEO and Directors advised on proper communications protocol
- Press releases, bulletins, statements and other communications materials composed
- Newsletters, brochures and other documents prepared
- The CEO assisted with the production and distribution of standard and ad hoc monthly and annual reports
- Requests for Proposals/tender documents prepared for sign-off
- Content for the NCEL's website and social media pages developed

Key Responsibility Areas:

Technical / Professional Responsibilities

1. Plans the NCEL's public education and communications programmes.
2. Contributes to the formulation of internal and external communications policies and protocols.
3. Develops and implements broad-based public education campaigns, in consultation with the CEO, to ensure that the public is informed and knowledgeable about the College.
4. Develops broad-based messaging that supports the work of the College.
5. Develops and implements a broad-based communications programme focusing on proactive, as well as reactive interactions with the College's stakeholders.
6. Creates copy for advertisements, banners and other promotional and educational material.
7. Composes press releases, bulletins, statements and other communications materials for the CEO as required.
8. Prepares newsletters, brochures and other documents for internal and external distribution as appropriate.

9. Assists the CEO with the production and distribution of standard and ad hoc monthly and annual reports.
10. Prepares Requests for Proposals/tender documents for sign off by the CEO.
11. Identifies, and advises the CEO of opportunities for promoting the interests of the NCEL
12. Plans and organizes events hosted by the Office of the CEO.
13. Advises the CEO and Directors on proper protocol for communications with organizations/dignitaries within the public and private sectors both locally and internationally.
14. Responds to enquiries via telephone, face to face, email, fax or regular mail, as authorized, from internal and external sources on the operations of the NCEL.
15. Monitors proactively and keeps abreast of, local and international news and developments, using all tools available (including social media), and alert the CEO on key issues.
16. Develops content for the NCEL's website and social media pages.
17. Represents the NCEL at local and international fora and on various committees as designated by the CEO.
18. Undertakes special projects as directed by the CEO.

Management / Administrative Responsibilities

19. Prepares reports on activities at required intervals.
20. Ensures proper storage and backup of photos, raw footage and other communications/public relations materials and maintains an inventory of such materials

Other

21. Performs other related functions assigned from time to time by the Chief Executive Officer.

Performance Standards:

- Motivational, clear, concise and easily understood messages are delivered to target audiences using appropriate media and technology
- Communications strategies serve to maintain awareness amongst all stakeholders
- Press releases, bulletins, statements and other messages prepared are comprehensive, concise, accurate and well written and are submitted in a timely manner.
- Newsletters, brochures and other documents prepared are well laid out, well written and submitted in a timely manner.
- Advice provided to the CEO/Directors on communications protocols for varied recipients is sound

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

Contacts within the organisation required for the achievement of the position objectives

Contact (Title)	Purpose of Communication
Directors	To obtain information to undertake communications and public relations activities
Director, Corporate Communication & Public Relations – MoE	Collaboration on projects of mutual interest

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

Contact (Title)	Purpose of Communication
Media Organizations and Personnel	Arranging for the publishing of press releases, advertisements, etc. and other public relations/communications activities
Members of the public, Various Sectors and Interest Groups	Discussions, consultations, dissemination of messages, forging partnerships etc.

Required Competencies:

Core

- Strong planning and organizing skills
- Excellent presentation and oral and written communication skills
- Excellent interpersonal, public speaking and presentation skills
- Strong analytical skills and judgement exercised
- Good project management skills
- Good time management and multitasking skills
- Resourceful and able to develop creative solutions to a myriad of problems.
- Ability to write press releases, reports, articles, advertisements and speeches
- Ability to exercise diplomacy
- Ability to demonstrate a high level of professionalism

Technical

- Thorough knowledge of corporate communication principles, practices and tools including branding, social media and the Web.
- Sound understanding of the local media landscape.
- Sound knowledge of the role, functions and operations of the NCEL.
- Good working knowledge of the machinery of Government of Jamaica.
- Knowledge of events planning and protocol procedures.
- Knowledge of graphic design tools and principles
- Knowledge of the Ministry of Education's policies, rules and regulations.
- Proficiency in the use of the Internet and Microsoft applications, especially Word, Power Point and Publisher, as well as social media (e.g. Facebook, YouTube and Twitter).

Minimum Required Education and Experience

- Bachelor's Degree in Mass Communication, Public Relations or equivalent qualifications
- Minimum of three (3) years related working experience in public relations or media affairs in either the private or public sector

Authority:

- To access confidential information in the course of duties

Specific Conditions Associated with the Job

- Normal office environment
- May be required to work beyond normal hours and on weekends from time to time to meet deadlines
- Required to travel to meetings and functions/events island wide and overseas

Validation of Job Description

This document is validated as an accurate and true description of the job as signified below:

Employee

Date

Manager/Supervisor

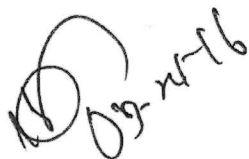
Date

Head of Department/Division

Date

Date received in Human Resource Division

Date Created/revised

Handwritten signature and date: 09-25-16