

MINISTRY OF EDUCATION
NATIONAL PARENTING SUPPORT COMMISSION
JOB DESCRIPTION AND SPECIFICATION

JOB TITLE:	Director, Public Relations and Communication
JOB GRADE:	(to be determined)
POST NUMBER:	
DIVISION:	Public Relations and Communication
SECTION:	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 Department/Division

Date

Date received in Human Resource Division

Date Created/revised

Strategic Objectives of the NPSC:

Job Purpose

Under the general direction of the Chief Executive Officer, the Director, Public Relations and Communication is responsible for planning, developing, implementing and evaluating public relations and communication plans, programmes and strategies, aimed at building public awareness of the role and functions of the National Parenting Support Commission (NPSC) ; establishing and maintaining goodwill and mutual understanding between the NPSC and its various stakeholders; and promoting and enhancing NPSC's reputation and image as an effective and efficient facilitator and provider of parenting education and support services.

Key Outputs:

- PR/Communications/marketing plans and programmes developed/implemented/evaluated
- Corporate image and identity promoted/enhanced
- Potential crisis situations managed
- Relationships with media personnel and programme stakeholders fostered/maintained
- PR/Communications materials designed/produced/distributed
- Promotional/public events planned/executed/attended
- Web/social media sites designed/maintained/updated
- Print/electronic/news media monitored & issues addressed
- Archives of materials/photos established/maintained
- Periodic reports prepared/submitted

Key Responsibility Areas:

Technical / Professional Responsibilities

1. Liaises with the Chief Executive Officer and the Parent Support Coordination and Behaviour Change Division in the development, implementation and evaluation of a comprehensive public relations and communications plan that is supportive of the achievement of the NPSC's mission and strategic objectives.
2. Develops a marketing communications plan including strategy, goals and budget for integrating public relations/communications activities into the NPSC's overall marketing campaigns.

3. Develops and maintains the NPSC's corporate image and identity including the use of logos and signage.
4. Serves as the primary spokesperson for media relations and enquiries
5. Organizes and/or represents the Commission at events including press conferences, launches, exhibitions, open days, functions, press tours etc.
6. Manages the NPSC's reputation with the public and with clients, including managing the PR aspect of potential crisis situations.
7. Works in close collaboration with the public sector media entities, Production Houses and Advertising Agencies in ensuring the design and development of a structured and comprehensive communications programme.
8. Develops and maintains effective relationships with media personnel so as to generate significant coverage in local and online media outlets for NPSC's parenting support programmes.
9. Fosters community relations through events, various marketing communication efforts and involvement in community initiatives.
10. Develops and disseminates targeted and user-friendly information so as to build awareness around NPSC's programmes and positively influence the involvement, support and attitudes of stakeholders and the general public.
11. Designs, writes and/or produces presentations, speeches, press releases, articles, leaflets, in-house magazines, reports, publicity brochures and information for websites and promotional videos.
12. Develops story angles/messages in order to proactively engage the media with trends, story ideas, interviews and executive team/board perspectives.
13. Monitors the print, electronic and news media and develops strategies for dealing with topical issues
14. Provides communications counsel to senior management including preparation for media interviews
15. Manages the design, maintenance and updates of the organization's web and social media sites and maintenance of NPSC's calendar of events.
16. Maintains personal and professional development to meet the changing demands of the job by participating in appropriate training activities, membership in professional bodies and self-study

Management/Administrative Responsibilities

1. Develops and manages the NSPC's public relations and communication budget ensuring expenditure is within approved limits.

2. Develops systems and procedures for obtaining, evaluating and acting on feedback on NPSC's public relations and communication program to ensure continuous improvement.
3. Manages the procurement process for the provision of PR related services including identifying suppliers, ensuring contract compliance and evaluating performance.
4. Approves media releases and Web content produced by staff, agencies and contractors.
5. Maintain confidentiality regarding privileged administrative and client information in accordance with established policies, procedures and guidelines.
6. Develops and maintains an archive of all NSPC published materials and electronic photos
7. Develops, implements and maintains record-keeping systems in accordance with established policies and regulatory guidelines to facilitate the efficient and effective delivery of services, confidentiality, easy retrieval, safe custody and an audit trail.
8. Ensures the timely preparation and submission of periodic and special reports on areas of responsibility

Other

9. Performs other related duties and responsibilities as may be assigned by the CEO

Performance Standards:

- Plans and programmes are developed, implemented, reviewed and evaluated on a timely and ongoing basis and follow-up actions taken as appropriate.
- Plans and programmes are relevant and appropriate ,and support the strategic goals and promotion of a positive public image,
- Activities and events are planned and executed efficiently and effectively and with maximum impact
- Tact, diplomacy, sensitivity and professionalism is exhibited in interacting with the public and media
- Communication materials produced are creative, innovative, timely and impactful
- Positive community relations are fostered through public relations programmes, including involvement in community initiatives.
- Positive and professional relationships with the media fostered and maintained so as to facilitate and generate significant local and online media coverage.
- Image of the NPSC is promoted and enhanced
- Print, electronic and news media monitored and strategies developed to deal with topical issues

- Development, design, maintenance and update of NPSC's web-site managed so as to ensure appealing layout, functionality, ongoing user accessibility and current information.
- Reports are thorough and insightful; conclusions/recommendations sound; and are prepared and submitted in a timely manner.

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

Contacts Internal to the organisation:

Contact (Title)	Purpose of Communication
Executive/Senior Management Team	Re development/implementation of plans and programs; preparation for media interviews; media releases; etc.
Board of Directors	Re preparation and consideration of periodic/special reports and submissions
Staff in the Parenting Support Coordination & Behaviour Change Division	Re coverage and materials for parenting education and support activities and events
Director, Corporate Services; Accounting Technician	Re procurement of goods and services and budget related matters

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

Contact (Title)	Purpose of Communication
Ministry of Education	Consultation, submission of reports
Local sponsors	Re sponsorship arrangements
Media personnel	Re media coverage
Suppliers	Re the provision of goods and services
JIS & other public sector media entities	Re collaboration on provision and utilization of PR related resources
PIOJ;STATIN	Re access to materials for research purposes

Required Competencies:

Core

- Strategic thinker who excels at articulating original ideas and able to execute them
- Sound command of the English Language and the ability to communicate effectively, orally and in writing.
- Sound judgement and integrity
- Ability to manage multiple tasks/projects
- Strong attention to detail and follow-through abilities

- Well-developed planning, organizing and interpersonal skills
- Ability to establish and maintain positive and productive working relationships with a variety of individuals

Technical

- In-depth knowledge of National Parenting Support Commission Act, 2012; National Parenting Policy; The Child Care and Protection Act, 2004
- Exceptional writing, editing and proofreading skills
- Research capability
- Ability to speak clearly and authoritatively with members of the media and external organizations regarding NPSC issues.
- Ability to proactively identify communication opportunities and develop supporting programmes
- Ability to plan and execute promotional/public events
- Ability to integrate PR programmes to support marketing goals and strategies
- Knowledge of Microsoft Office applications, including Word and Excel, Internet Explorer, PowerPoint and other graphics and/or presentation software.

Minimum Required Education and Experience

- Bachelor's Degree in Public Relations, Communications, Journalism or related field
- Seven (7) years' experience in a communications, public relations or media relations field with progressively increasing levels of responsibility
- Proven track record designing and executing successful public relations campaigns at both local and national levels

Authority to:

- Access confidential information
- Resolve public relations and communication issues in consultation with the CEO
- Respond to media/public enquiries
- Approve media releases

Specific Conditions associated with the job:

- Required to travel extensively on the job
- Required to work beyond normal working hours in meeting deadlines and attending meetings and public/promotional events.
- Required to possess a valid Driver's Licence and a reliable motor vehicle.