

Accountant General's Department



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Job Description & Specification

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2025



Improving non-stop

Director,
Corporate
Communications
&
Public Relations

21 Dominica Drive, Kingston, Jamaica

JOB DESCRIPTION & SPECIFICATION

Job Title: Director, Corporate Communications and Public Relations

Post Number: 2022

Job Level: GMG/SEG 3

Division: The Accountant General's Department – A Department of the Ministry of Finance and the Public Service

Reports to: Senior Director, Corporate Services

Direct Reports: Public Relations Officer; Customer Service Administrator

This Job Description has been approved by the Accountant General and 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. It is validated as an accurate and true description of the job as signified below:

Accountant General

Date

Date received in Human Resource Unit

Date created/revised

1. STRATEGIC OBJECTIVES

The Corporate Services Division is responsible for providing essential services to the other divisions to support the successful execution of the core Treasury functions of the Department. This Division has responsibility for human resource policies and procedures, and advice to guide management and staff; to facilitate organizational development including the review and re-design of business processes; for capacity building including the hiring of staff and the facilitation of staff training and development for best fit, competence and high performance; to ensure effective employee and industrial relations; to ensure a comfortable work place and facilities, and occupational health and safety; to facilitate the establishment of an accountability framework for the Department to include organizational risk analysis, strategic planning, and performance management; to provide customers and stakeholders with high quality information and service; and manage the finances of the Department, including management of procurement.

This division operates on the authority of the Financial Administration and Audit Act, the Public Service Regulations 1961, the Public Sector Staff Orders 2004, the Official Secrets Act, the Access to Information Act, the Corruption Prevention Act, and various other enactments.

2. JOB PURPOSE

Reporting to the Senior Director, Corporate Services (SDCS), the Director Corporate Communications and Public Relations is responsible for the strategic direction and management of the internal and external communication, publications, social media activities, public image and identity, media relations, events and crisis strategies and responses.

3. KEY OUTPUTS

- Technical advice provided on all matters affecting corporate communications.
- Communications policy, procedures, objectives, strategies, and tactics developed, implemented and reviewed.
- Press releases, articles, publications, speeches, website content and related activities developed.
- Brochures, newsletters, annual reports, presentations and other communication documents developed.
- Media coverage coordinated and monitored.
- Voice-over scripts recorded.
- Public education, exhibitions, sensitizations, workshops and other events coordinated and attended.
- Social media, print, audio and audio-visual information developed and monitored.
- Communications and public relations activities evaluated.
- Budgets and work plans developed and monitored.
- Performance evaluations conducted.
- Reports prepared.

4. KEY RESPONSIBILITIES

Technical

- Provides technical advice to the Accountant General (AG), executive and senior management team on communication, public relations and information management issues;
- Leads the development and design of the Department's Communications and Public Relations plans establishing specific goals, objectives and strategies to build public awareness, maintain consistency in branding and educate stakeholders on the Department's mandate and priorities;
- Develops and implements a Stakeholder Communication Plan to ensure that all identified target audiences are engaged with tailored messages;
- Develops and implements policies and procedures to guide communication activities;
- Directs the development of the public education programme to highlight the Department;
- Researches and analyses information to inform and assess communication programme, plans and documents;
- Researches, writes and edits speeches for the AG, executive and senior management teams;
- Researches and writes press releases, press bites, briefing papers, feature articles, audio-visual materials, radio programmes and other publications as required;
- Prepares/reviews in collaboration with relevant Units advisories, booklets, brochures, presentations, annual reports and other documents such as Financial Statement Publications;
- Responds to media enquiries and requests for information and prepares related correspondence;
- Identifies and develops campaigns and plans for existing and new programmes and services;
- Leads the planning, development, updating and monitoring of the Department's online presence (website, social media etc.);
- Streamlines the visual brand, voice and identity of the Department in all communication domains to ensure that there is consistency and that the corporate image is maintained;
- Ensures the Department is visible, appropriately branded, positioned and accountable to all customers and stakeholders;
- Identifies potential opportunities for media coverage;
- Undertakes activities to promote media coverage including press conferences/briefings, interviews and press kits;
- Records voice-over scripts for various broadcasting channels such as radio, television and social media;
- Prepares and continuously updates information kit for distribution to the Department's target audiences/stakeholders;
- Establishes and maintains good working relationships with journalists, media houses and agencies to facilitate public awareness and understanding;
- Coordinates/manages the Department's planning and or participation in special events and exhibitions.
- Monitors all media platforms (social, electronic, print, audio, website) including responses to stakeholders to ensure consistency and unity in the Department's voice;
- Conducts research and prepares reports as required;

- Manages the implementation of crisis strategies ensuring effective media management of information;
- Develops and implement mechanisms to measure and evaluate communications and public relations activities;
- Represents the organization at media events, conferences, workshops and other events as required

Strategic Leadership

- Leads in the smooth and efficient operation of the Unit through the management of daily operations;
- Implements and enforces policies and procedures of the organization by way of systems that will improve the overall operation and effectiveness of the Unit and the AGD;
- Conducts research and recommends changes to policies, procedures and systems to enhance the functioning of the Unit and Department;
- Assists with the preparation of the Department's annual Strategic Plan and budget, and supports the Senior Director, Corporate Services to deliver the Division's Operational Plan in an accurate and timely manner;
- Prepares and monitors the Corporate Communications Unit's operational plan /work plan and budget ensuring the work of the Unit is carried out according to plan, and agreed targets achieved;
- Establishes and implements systems for reporting of work done against stated and agreed work plans;
- Establishes internal control processes required to manage and grow the Unit; and
- Deputizes for the Senior Director, Corporate Services as and when required.

Human Resource Management

- Plans, organizes and directs the work of the Unit by overseeing the development of performance targets for the Unit and staff based on the organizational plans;
- Monitors the performance of staff and ensures effective and objective staff performance management, through timely and accurate completion of the staff appraisal process, including periodic reviews;
- Ensures that the Unit's staff have sufficient and appropriate physical resources to enable them to undertake their duties efficiently and effectively;
- Provides leadership and guidance through effective planning, delegation, communication, training, mentoring, coaching and disciplinary action;
- Participates in the recruitment of staff for the Unit;
- Recommends transfer, promotion, termination and leave in accordance with established Human Resource Policies and Procedures;
- Identifies skills gaps and collaborates with the Manager, Training and Development to develop and implement Staff Development and Succession Plans for the unit to ensure adequate staff capacity;
- Monitors job-specific and environmental factors, implements and promotes health and safety policies and mitigates and minimizes workplace hazards; and
- Ensures that welfare issues of unit staff are clearly identified and addressed.

Any Other Duties

- Any other related duty that may be assigned from time to time

5. KEY PERFORMANCE INDICATORS

The job is successfully performed when:

- Sound and timely technical advice provided on all matters affecting corporate communication.
- Communications policy, procedures, objectives, strategies, and tactics developed, implemented and reviewed in accordance with stipulated timelines;
- Press releases, articles, publications, speeches, website content and related products developed timely and in keeping with guidelines and best practices;
- Media coverage coordinated and monitored timely;
- Brochures, newsletters, annual reports, presentations and other communications developed in keeping within guidelines and timelines;
- Public education, exhibitions, sensitizations, workshops and other events attended and/ or coordinated;
- Social media, print, audio and audio-visual communications monitored to ensure positive public image;
- Voice-over scripts recorded/produced according to quality and all rights belong to the Department.
- Communications and Public Relations activities evaluated to inform decision-making;
- Budgets and work plans accurately developed and monitored in keeping with timelines;
- Performance evaluations conducted in keeping with guidelines and timelines;
- Reports prepared and submitted timely.

6. AUTHORITY

- Advises the AG, executive and senior management team on communications and public relations activities, publications and events.
- Point of contact for all media-related queries directed to the Department.
- Prepares and monitors the unit's budget and approves expenditure.
- Recommends changes to work plans to ensure alignment.
- Approves leave for staff members
- Recommends corrective/improvement actions.

7. Internal

<i>Contact</i>	<i>Purpose</i>
Accountant General Senior Director Corporate Services	Prepares speeches, messages and plans and provides information on media activities.

Deputy Accountant Generals, Senior Directors & Senior Managers	Prepares speeches, messages and plans
Staff	Receives and provides information/guidance on communications and public relations activities

External

<i>Contact</i>	<i>Purpose</i>
Media Personnel	Collaborate on and/or organize media events and coverage of significant activities. Provides information and manages publications
Ministry of Finance and the Public Service	Provides information on communications and public relations activities
Ministries/ Departments/ Agencies	Receives and provides information and participates in events.
Customers and other Stakeholders	Receives and provides information.
Embassies and Consulates	Provides information.

JOB SPECIFICATION

8. REQUIREMENTS FOR THIS JOB:

a. Qualification and Training

Essential:

- Bachelor's Degree in Communications, Public Relations, Journalism or other related field.
- Training in public speaking.

b. Essential Experience and Knowledge:

- At three years' experience in a management capacity.
- At least two years' experience in communications and public relations or journalism.
- Experience in the use of social media platforms
- Experience in events planning and management

c. Competencies

The following competencies are required for the effective performance of this job:

Core Competencies

- Oral and Written Communication Skills
- Problem Solving and Analytical Skills
- Customer Focus Skills
- Results Focus
- Integrity

Technical Competencies

- Knowledge of Communications approaches, tools and methodologies
- Knowledge of Public Relations and Media
- Events Planning and Management
- Knowledge of Legislations, Policies and Procedures
- Change Management Skills

Managerial Competencies

- Leadership Skill
- Emotional Intelligence
- Performance Management Skills

9. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

Physical Demands - Pressured working conditions with numerous critical deadlines.

Work Environment - Normal office conditions.

Travel: Maybe required to travel to fairs, sessions and exhibitions.

Data Protection

Officers are required to comply with the Data Protection Act and the AGD's Data Protection Policies.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Name of Employee

Signature of Employee

Date

Name of Supervisor

Signature of Supervisor

Date