



Government of Trinidad and Tobago

JOB DESCRIPTION **CONTRACTUAL POSITION**

JOB TITLE: COMMUNICATIONS OFFICER

JOB SUMMARY:

The incumbent is required to contribute to the achievement of the communications targets of the Ministry/Department and assist in monitoring their implementation. Duties include coordinating media relations strategies, producing and disseminating materials for communicating information about the Ministry/Department and its services; coordinating the content of the intranet or external website and the production of a quarterly newsletter; disseminating reports and publications; and maintain an updated database of contacts and an effective communication system within the Ministry/Department. Depending on work assignment, the incumbent will be required to perform duties in one or more of the Communications functional areas.

REPORTS TO:

Senior Communications Officer/designated officer

SUPERVISION GIVEN TO:

n/a

DUTIES AND RESPONSIBILITIES:

Strategy and Measurement

- Assists in tracking developments in the Ministry/Department's sector nationally and globally.
- Participates in the design, organisation and implementation of a creative and effective Marketing/Communications Strategy, including content management for the Ministry/Department's digital media and that it is adequately integrated into the Ministry/Department's Operations.
- Participates in the preparation and execution of programmes geared towards educating and informing the Public.
- Conducts research and utilizes other data to analyse and evaluate information to prepare policy documents, briefs, working papers and presentations.
- Assists with relevant research, including but not limited to the conduct of interviews to determine the success and outreach of Information Programmes and initiates corrective action as appropriate.
- Assists in identifying stakeholders' needs and proposes relevant engagement strategies.
- Liaises with Media Services to monitor print and electronic media to keep the Ministry/Department informed of developments within the Communications environment.

- Interprets HR policies and procedures to assist clients with queries and concerns.
- Prepares communications reports, Cabinet/Ministerial Notes, internal notes and other documents.

Product and Events

- Develops and implements marketing, media placement and distribution strategies for the Ministry/Department.
- Assists in the production of literature formats such as booklets, posters, and brochures for public outreach and sensitisation.
- Assists in the development of information and activities such as health and wellness, safety awareness and other cultural and workplace-enhancing projects.
- Performs day-to-day management of the intranet site through the use of a Content Management System, including design, content and technical functions, to ensure that it is useful for staff and that content is up-to-date, accurate and consistent with the Brand Identity Guide.
- Develops and manages internal communication activities involving, engaging, and informing all employees, utilising appropriate communication tools.
- Prepares, develops, writes, and edits content for the intranet, staff newsletter, team briefings, noticeboards, and other internal communications channels, as well as for project briefs.
- Maintains and regularly updates a detailed calendar of events for the Ministry/Department.

Media and Advertising

- Develops a Media Strategy for each announcement, launch or significant media event.
- Organises and manages press, radio, and television interviews.
- Writes a variety of communications (e.g. press releases, personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of the activities of the Ministry/Department.
- Coordinates collateral completion, printing, and distribution to selected media representatives.
- Drafts appropriate responses to adverse publicity.
- Undertakes research on current digital media technology and marketing and communications trends to improve Ministry/Department communications.
- Monitors national, regional, and international news to identify evolving trends and opinions which may impact the work of the Ministry/Department.
- Monitors media scanning databases and redirects any issues to the relevant authorities.
- Provides media summaries and alerts on breaking news.

Stakeholder Engagement

- Performs protocol duties for the Ministry/Department in accordance with established standards to ensure appropriate etiquette is used in interactions with individuals such as dignitaries and officials.
- Assists in identifying stakeholders' needs and proposes relevant engagement strategies.
- Contributes to the implementation of stakeholder engagement strategies including citizen engagement and events management.
- Develops, manages, and controls procedures for all internal and external correspondence.
- Researches and assembles information for members of the public.

- Distributes relevant educational material on the activities of the Ministry/Department.
- Creates and updates a database/directory of stakeholders' contact information, profiles and services.
- Performs other related duties as required.

KNOWLEDGE, SKILLS AND ABILITIES

KNOWLEDGE:

- Knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media.
- Knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.
- Knowledge of marketing, stakeholder engagement, citizen engagement, public relations, advertising, promotion and other communications methods.
- Knowledge of modern techniques of news gathering and release.
- Knowledge of key Government policies, National Development Strategies, and priorities
- Some knowledge of the Constitution of The Republic of Trinidad and Tobago;
- Some knowledge of the organisational structure of the Government of Trinidad and Tobago;
- Knowledge of modern techniques of news gathering/event management.
- Knowledge of protocol procedures

SKILLS AND ABILITIES:

- Skills in project implementation
- Skill in the use of personal computers.
- Ability to use e-government technology platforms.
- Ability to use the internet for research purposes.
- Ability to plan, organize and supervise the work of support staff.
- Ability to communicate at a high level, both orally and in writing.
- Ability to establish and maintain effective working relationships with colleagues, members of the media and the public.
- Proficiency in the use of Microsoft Office Suite

MINIMUM EXPERIENCE AND TRAINING:

- Minimum of two (2) years' experience in Communications or Public Relations, preferably in the Public Sector.
- Training as evidenced by a recognised University Degree in Communications Studies or a related discipline.
- Any suitable combination of experience and training