



# Government of Trinidad and Tobago

## JOB DESCRIPTION

### CONTRACTUAL POSITION

**JOB TITLE: MANAGER, COMMUNICATIONS**

#### JOB SUMMARY:

This incumbent is required to develop, implement, direct, and evaluate the Ministry's/Department's communications stakeholder engagement and marketing strategies and programmes, including citizen engagement, public relations, media relations, digital content, and the Ministry's/Department's identity/image programme. Duties include planning, organising, directing, and coordinating the work of staff engaged in the performance of related activities. Duties also include using communications as a vital component of the overall change management programme in support of the Ministry's/Department's initiatives amongst internal stakeholders and to inform clients, employees and the general public of initiatives and policies of the government and of the Ministry/Department.

#### REPORTS TO:

Permanent Secretary/Head of Department

#### SUPERVISION GIVEN TO:

Senior Communications Officer (direct)

Communications Officer and other support staff (indirect)

#### DUTIES AND RESPONSIBILITIES:

- Plans, organises, directs, and coordinates the work of staff engaged in the provision of Communications Services in a Ministry/Department.
- Designs, organises, and implements a creative and effective Communications and stakeholder engagement Strategy and work programme, including citizen engagement, public awareness, storytelling, digital media, media relations, event management, project design and management and crisis management.
- Oversees content management for the Ministry/Department's digital media platforms, ensuring that it is adequately integrated into the Ministry/Department's Operations.
- Prepares the more complex and sensitive briefs, media releases, advertisements, and presentations; reviews speeches to be delivered by the Minister.
- Prepares the more complex Cabinet/Ministerial Notes, internal notes, and other documents.
- Spearheads the development and implementation of media relations strategy to ensure proactive and positive media coverage of the Ministry's/Department's activities and to minimise negative media reports.
- Facilitates workforce effectiveness by setting the standard for monitoring the performance of staff supervised.
- Directs and participates in the preparation of the budgetary estimates of the Communications Division/Unit and ensures that expenditure is in accordance with financial guidelines.
- Provides strategic advice to members of the Ministry's/Department's executive and senior management teams, business unit managers and client sector leaders to build and protect the brand name and image.
- Defines and manages all aspects of strategic communications: public awareness, brand and reputation management, data and insights, internal communication, and relationship management for the Ministry/Department.
- Directs the conduct of research activities to evaluate the effectiveness and efficiency of Communications and client service provided and recommends necessary changes.

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| <ul style="list-style-type: none"> <li>▪ Prepares the required inputs for the Ministry's/Department's Annual Report and other reports required by other agencies.</li> <li>▪ Formulates policies, procedures, systems, and guidelines that support the Communications function in the Ministry/Department and ensures compliance.</li> <li>▪ Oversees the budgeting, planning, direction, coordination, implementation and evaluation of major events and programmes in the Ministry/Department and ensures successful execution.</li> <li>▪ Directs and coordinates staff engaged in the performance of 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.</li> <li>▪ Advises on the development and implementation of citizen engagement strategies, programmes and action plans adopted by the Ministry/Department.</li> <li>▪ Develops and trains staff supervised in the creation and implementation of Crisis and Issues Communication Plans.</li> <li>▪ Participates in the procurement of consultants for communications and research services by defining the research problem, determining research methodologies and sources, advising on questionnaires and discussion guides, and reviewing reports and recommendations.</li> <li>▪ Manages the work activities of consultants providing communications and research services.</li> <li>▪ Contributes to the development of and provides oversight for customer relationships by maintaining constant dialogue, monitoring evolving needs, monitoring client care audits/quality indicators/client surveys, and developing early dissatisfaction detection mechanisms.</li> <li>▪ Directs and coordinates the process for monitoring national, regional, and international news and provides the executive with media summaries as detailed in the delivery schedule.</li> <li>▪ Performs other related duties as required.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>KNOWLEDGE, SKILLS, AND ABILITIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>KNOWLEDGE:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>▪ Extensive knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.</li> <li>▪ Extensive knowledge of stakeholder engagement, citizen engagement, marketing, public relations, advertising, promotion, and other marketing communication methods.</li> <li>▪ Extensive knowledge of current theories and practices in communication research, planning and strategy, and the role of mass media.</li> <li>▪ Extensive Knowledge of key Government policies, National Development Strategies, and priorities.</li> <li>▪ Extensive knowledge of digital media strategies and management</li> <li>▪ Knowledge of the Constitution of The Republic of Trinidad and Tobago.</li> <li>▪ Considerable knowledge of the organisational structure of the Government of Trinidad and Tobago.</li> <li>▪ Considerable knowledge of protocol procedures.</li> <li>▪ Knowledge of Public Administration.</li> </ul> |
| <b>ABILITIES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>▪ Strong proficiency in strategic planning, project design and management</li> <li>▪ Proficiency in the use of Microsoft Office Suite desktop publishing and communications technologies such as web applications, design/illustration software and/or databases.</li> <li>▪ Skill in the use of personal computers.</li> <li>▪ Skill in writing and editing, including a strong command of English.</li> <li>▪ Skill in conducting research and in conceptual and analytical thinking.</li> <li>▪ Ability to use e-government technology platforms.</li> <li>▪ Ability to use the internet for research purposes.</li> <li>▪ Ability to plan, organise, lead, and coordinate the work of professional and other support staff performing communications duties.</li> </ul>                                                                                                                                                                                                             |

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>▪ Ability to develop effective and engaging branded events that will achieve Ministry/Agency goals.</li> <li>▪ Ability to problem solve and work independently in a changing and multi-tasking environment with numerous deadlines.</li> <li>▪ Ability to establish and maintain effective working relationships with internal/external partners.</li> <li>▪ Ability to develop professional relationships in all aspects of the position, resulting in stable, consistent, reliable, and courteous communications when dealing with other stakeholders.</li> <li>▪ Excellent oral, written, and interpersonal skills.</li> </ul> |
| <b>MINIMUM EXPERIENCE AND TRAINING:</b>                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>▪ Minimum of eight (8) years' experience in the field of Communications, Public Relations, Stakeholder Engagement, Media Relations, or a related field.</li> <li>▪ Training as evidenced by a recognised University Degree in Communications Studies, Media Studies, or related field or postgraduate qualification in a related field.</li> <li>▪ Any suitable combination of experience and training</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

