



# 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 Elections and Boundaries Commission (The Department) and assist in monitoring their implementation. Duties include coordinating media relations strategies, producing and disseminating materials for communicating information about the 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 Department. Depending on work assignment, the incumbent will be required to perform duties in one or more of the Communications functional areas.

<b>REPORTS TO:</b>	Manager, Communications
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<b>SUPERVISION GIVEN TO:</b>	n/a
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**DUTIES AND RESPONSIBILITIES:**

**Strategy and Measurement**

- Assists in tracking developments in the 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 Department's website ensuring that it is adequately integrated into the Department's Operations.
- Participates in the preparation and execution of programmes geared towards educating and informing the Public.
- Conducts research and utilizes other data in the analysis and evaluation of information for the preparation of 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.
- Interprets HR policies and procedures to assist clients with queries and concerns.
- Liaises with Media Services to monitor print and electronic media to keep the Department informed of developments within the Communications environment.
- 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 Department.
- Assists in the production of literature formats such as booklets, posters, 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 which involve, engage and inform 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 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 Department.
- Coordinates collateral completion, printing, and distribution of corporate collateral to selected media representatives.
- Drafts appropriate responses to adverse publicity.
- Undertakes research on current digital media technology and marketing and communications trends to improve the Department's communications.
- Monitors national, regional and international news to identify evolving trends and opinions which may impact the work of the 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 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.
- Responds to complaints and organisation issues from members of the public.
- Distributes relevant educational material on the activities of the 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, advertising, public relations, 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.

	<ul style="list-style-type: none"> <li>▪ Knowledge of protocol procedures</li> </ul>	
<b>SKILLS AND ABILITIES:</b>	<ul style="list-style-type: none"> <li>▪ Skills in project implementation.</li> <li>▪ Skill in the use of personal computers.</li> <li>▪ Ability to use e-Government technology platforms.</li> <li>▪ Ability to use the internet for research purposes.</li> <li>▪ Ability to plan and organize, and supervise the work of support staff.</li> <li>▪ Ability to communicate at a high-level, both orally and in writing.</li> <li>▪ Ability to establish and maintain effective working relationships with colleagues, members of the media and the public.</li> <li>▪ Proficiency in the use of Microsoft Office Suite</li> </ul>	
<b>MINIMUM EXPERIENCE AND TRAINING:</b>		
<ul style="list-style-type: none"> <li>▪ Minimum two (2) years' experience in Communications or Public Relations, preferably in the Public Sector.</li> <li>▪ Training as evidenced by a recognised University Degree in Communications Studies or a related discipline.</li> <li>▪ Any suitable combination of experience and training</li> </ul>		
<b>REMUNERATION &amp; ALLOWANCES</b>		
(with less than 3 yrs. Service)	\$12,700.00	\$1,500.00 <i>(Monthly Transport Allowance)</i>
(with 3 yrs. and more but less than 6 yrs. service)	\$ 13,050.00	
(with 6 yrs. and more service)	\$ 13,450.00	