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| **Ref #: A024** |  | |
| http://4.bp.blogspot.com/-9id1conkx_k/TlAA2rdsPVI/AAAAAAAAAGM/qYekwzdsBgY/s1600/Coattrinidadtobago.jpg  Government of Trinidad and Tobago  **JOB DESCRIPTION**  **CONTRACTUAL POSITION** | | |
| **JOB TITLE: CORPORATE 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 Corporate 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 website ensuring 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 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. * e * 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, 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 or Forward Diary 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 the completion, printing, and distribution of corporate collateral to selected media representatives. * Drafts appropriate responses to adverse publicity. * Undertakes research on current web and internet technology and trends in marketing and communications for the purpose of keeping current. * 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. * 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 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, public relations, advertising, promotion and other communications methods. * Knowledge of modern techniques of news gathering and release. * Knowledge of Video Production. * 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:** | | * Proficiency in the use of Microsoft Office Suite, HTML, wiki-mark-up, and Adobe Photoshop CSS. * 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 and 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 two (2) years’ experience in Corporate Communications or Public Relations , including web design and development , preferably in the Public Sector . * Training as evidenced by a recognised University Degree in Communications Studies or a related discipline. | | |