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| **Ref #: A024** |  |
| http://4.bp.blogspot.com/-9id1conkx_k/TlAA2rdsPVI/AAAAAAAAAGM/qYekwzdsBgY/s1600/Coattrinidadtobago.jpgGovernment 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.
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* 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.
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| **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
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| **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
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| **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.
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