



The Department of Correctional Services

Applications are invited from suitably qualified individuals to fill the following position in the Communications Unit, Head Office, Department of Correctional Services (Kingston) as listed below:

PUBLIC RELATIONS OFFICER (MCG/IE 3)

Salary range \$1,084,284 - \$1,288,872 per annum and any applicable allowance(s).

JOB PURPOSE:

Reporting to the Director, Corporate Communications and Public Relations, the Public Relations Officer manages the release of information flow to the various media houses by screening, editing and composing to protect and promote the image of the organization.

KEY RESPONSIBILITIES:

The duties and responsibilities include, but are not limited to the following:

- Participates in the development of the operational plan for the Division.
- Provides periodic progress reports on the overall work of the Division.
- Manages the release of information flow to the various media houses by screening, editing and composing to protect and promote the image of the organization.
- Develops damage control measures, to protect/restore the image of the organization.
- Conducts daily content analysis of news items and develop appropriate responses.
- Coordinates press briefings, media launches and events.
- Develops and implements the public education programmes geared at stimulating interest in the work of the Department.
- Researches, prepares and reviews speeches, statements and press releases for the Commissioner.
- Provides advice on the most appropriate and effective means to communicate.
- Manages the development of the Website frame work, conduct regular review for content accuracy and currency, and provide content material.
- Provides technical advice and guidance on the production of promotional material.

PERFORMANCE STANDARDS:

- Progress reports are submitted within the established timeframe.
- Press briefings, media launches and events are held in accordance with established guidelines.
- Public education is programme developed and implemented within established guidelines.
- Speeches and statements are prepared in accordance with established guidance.
- Website content is managed in accordance with established requirements.
- Control measures are developed within established timeframe.
- Staff welfare is clearly identified and addressed.

REQUIRED KNOWLEDGE, SKILLS & COMPETENCIES:

- Good written and oral communication skills;
- Good interpersonal skills;
- Good customer relations skills;
- High level of integrity/ethics exercised in the performance of duties;
- Good use of initiative;
- Good technical skills;
- Proficient use of technology.

MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE:

- Bachelor's Degree in Mass Communication plus three (3) years' experience in a similar capacity or;
- Diploma in Mass Communication plus five (5) years media experience;
- Training in the field of either; Print, Electronic, Advertising, Marketing or Public Relations would be a distinct advantage;

Specialized Training:

- Speech Writing, News Writing
- Adobe Photo Shop Illustrator/Graphics

Applications accompanied by résumé should be submitted **no later than Friday, November 23, 2018 to:**

**Senior Director, HRM & Administration
Department of Correctional Services
5-7 King Street, Kingston
or
Email: hrm@dcs.gov.jm**

Please note that only short listed applicants will be contacted.