



Government of Trinidad and Tobago

JOB DESCRIPTION CONTRACTUAL POSITION

JOB TITLE: GOVERNMENT COMMUNICATIONS SPECIALIST

JOB SUMMARY:

The incumbent is responsible for the identification, development and implementation of government's communications policies, strategies and plans. Work includes formulating and reviewing policies and systems, monitoring and evaluating the implementation thereof and providing advice and guidance to line Ministries/Departments. Depending on work assignment, the incumbent will be required to perform duties in one or more of the Communications functional areas listed.

REPORTS TO:	Senior Government Communications Specialist or designated officer
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SUPERVISION GIVEN TO:	Support Staff
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DUTIES AND RESPONSIBILITIES:

Strategy, Design and Monitoring

- Contributes to the development, design and implementation of Government Communications policies, systems, strategies and plans, rules and regulations.
- Monitors the implementation of Government Communications policies, systems, strategies and plans, rules and regulations, to ensure compliance and makes appropriate recommendations.
- Obtains inputs from Communications Units in Ministries/Departments by using collaborative mechanisms such as communication clusters.
- Assists in the preparation of the budgetary estimates of the Division and ensures that expenditure adheres to financial guidelines.
- 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 to determine the success /impact and outreach of information programmes and initiates corrective action as appropriate.
- Provides advice to Ministries/Departments in respect of the Communications function.
- Conducts on-going quantitative, qualitative and/or desk research to assess the communications environment, both in general and for specific communications campaigns/projects.
- Monitors the implementation of Communications plans of Ministries/Departments through performance assessment mechanisms.
- Collaborate with relevant Agencies in monitoring their strategies for developing local content, public education and information dissemination.
- Guides Ministries/Departments in planning and executing Crisis Communications plans and appropriate responses to adverse publicity.
- Assists in coordinating the mapping of stakeholders' needs and develops/reviews the relevant engagement strategies proposed by staff supervised.
- Assists in managing the corporate identity and reputation of the Public Service to enhance its public image.

Policy Formulation and Review

- Contributes to the development, design and implementation of government communications policies, systems, strategies and plans, rules and regulations.
- Monitors the implementation of government communications policies, systems, strategies and plans, rules and regulations, to ensure compliance and makes appropriate recommendations where gaps have been identified.
- Monitors and reviews the effectiveness of Government Communications.
- Collects, stores, records and disseminates information resources for a national information repository based on users' needs.
- Assists in coordinating orientation programmes for communications personnel in Ministries/Departments.
- Participates in the formulation of guidelines for developing and maintaining government websites and performs quality checks to ensure compliance by Ministries/Departments.
- Assists in conducting on-going quantitative, qualitative and/or desk research for specific communications campaigns/ projects.
- Prepares Cabinet/Ministerial Notes, internal notes, and other documents.
- Undertakes research on current web and internet technology, trends in marketing and communications for the purpose of keeping current.
- Monitors national, regional and international news for evolving trends and opinions.
- Monitors media scanning databases and redirects any issues to the relevant authorities.

Client Programme Monitoring

- Contributes to the development, design and implementation of government communications policies, systems, strategies and plans, rules and regulations.
- Monitors the implementation of government communications policies, systems, strategies and plans, rules and regulations, to ensure compliance and makes appropriate recommendations where gaps have been identified.
- Participates in developing appropriate programmes and campaigns in consultation with Ministries/Departments and relevant stakeholders.
- Collaborates actively with stakeholders to develop internal and external communications goals for the purpose of identifying audiences for marketing efforts and ensuring that the objectives of Ministries/Departments are achieved.
- Communicates with various stakeholders for the purpose of informing and/or presenting information through various mediums (e.g. manual and electronic presentations, printed publications, e-mails, web pages, video, blogs, TV spots, etc.) in alignment with the vision, goals and objectives of Ministries/Departments.
- Creates and updates a database/directory of contact information and profiles.
- Develops and maintains programmes utilising various media for public education and dissemination of information on the role, functions and services of the Ministry.
- Organises public consultations, conferences, media monitoring, media tours and events, public opinion research activities, seminars, workshops and similar special events for personnel of Ministries/Departments and prepares a Calendar of Events.
- Contributes to the development of protocol procedures and practices for Ministries and Departments in accordance with established standards to ensure the use of appropriate etiquette in interactions with individuals such as dignitaries and officials.
- Assists in managing the corporate identity and reputation of the Public Service to enhance its public image.
- Prepares Cabinet/Ministerial Notes, internal notes and other documents.
- Performs other related duties as required.

KNOWLEDGE, SKILLS AND ABILITIES

KNOWLEDGE:	<ul style="list-style-type: none"> ▪ 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 communication methods. ▪ Knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media. ▪ Knowledge of protocol procedures. ▪ Some knowledge of Public Administration. ▪ Some knowledge of the organisational structure of the Government of Trinidad and Tobago. ▪ Some knowledge of the Constitution of the Republic of Trinidad and Tobago.
SKILLS AND ABILITIES:	<ul style="list-style-type: none"> ▪ Proficiency in the use of Microsoft Office Suite. ▪ 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, organise and supervise the work of support staff. ▪ Ability to work with communications technologies, including office software. ▪ Ability to collate, prepare and present information and releases for use by the various media. ▪ Ability to express ideas clearly and concisely, both orally and in writing. ▪ Ability to establish and maintain effective working relationships with colleagues, members of the media and the public.
MINIMUM EXPERIENCE AND TRAINING:	
<ul style="list-style-type: none"> ▪ Minimum of three (3) years' experience in Corporate Communications or Marketing or Public Relations. ▪ Training as evidenced by a recognised University Degree in Communications Studies or a related discipline. 	