



# Government of Trinidad and Tobago

## JOB DESCRIPTION CONTRACTUAL POSITION

**JOB TITLE: SENIOR GOVERNMENT COMMUNICATIONS SPECIALIST**

**JOB SUMMARY:**

The incumbent is responsible for supervising the work of staff engaged in the identification, development and implementation of government communications policies, strategies and plans. Work includes providing advice and guidance to Ministries/Departments on Government Communications policies, rules and procedures; creating positive internal and community relations and responding to queries from the media. The incumbent will be required to perform duties in one or more of the Communications functional areas.

**REPORTS TO:**

Director, Government Communications

**SUPERVISION GIVEN TO:**

Government Communications Specialist (Direct)  
Support staff (Indirect)

**DUTIES AND RESPONSIBILITIES:**

**Strategy, Design and Monitoring**

- Supervises the work of staff engaged in the provision of Communications services to Ministries/Departments and other clients.
- Coordinates the development, design and implementation of Government Communication 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.
- Provide expert advice to internal and external clients on building and protecting the public service brand name and image.
- Works closely with policy makers to identify and interpret research information needs.
- Represents the Ministry at meetings and on committees as required.
- Coordinates e consultations with Heads of Communications Units in Ministries/Departments to obtain inputs through collaborative mechanisms such as communications clusters.
- Establishes guidelines for Ministries/Departments in planning and executing appropriate responses to adverse publicity.
- Reviews and recommends proposals relating to legislative and regulatory areas of the Government Communications.
- Conducts quantitative, qualitative and/or desk research to assess the communications environment, both in general and for specific communications campaigns/projects.
- Coordinates the process for identifying stakeholder needs and reviews relevant engagement strategies.
- Manages the corporate identity, image and reputation of the Public Service to enhance its public image.
- Works in tandem with the Ministry responsible for ICT to ensure that there are guidelines for developing and maintaining government websites as well as for evaluating/auditing same.
- Prepares the more complex Cabinet/Ministerial Notes, internal notes and other documents.

### **Policy Formulation and Review**

- Supervises the work of professional and other support staff engaged in the provision of Communications services to Line Agencies and other clients.
- Coordinates the development, design and implementation of Government Communication 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.
- Collects, stores, records and disseminates information resources for a National Information Repository based on users' needs of the Government Communications Division and Government Communicators.
- Coordinates Orientation Programmes for Communications personnel in Ministries/Departments.
- Undertakes research on the communications and media environments as well as best practice policies and guidelines.
- Conducts quantitative, qualitative and/or desk research to assess the communications environment, both in general and for specific communications campaigns/projects.
- Analyses current events and public and press opinion with a view to risk management; advises internal and external clients on trends, news developments, or changing/unexpected circumstances and helps to determine appropriate strategic responses to address them.
- Coordinates and trains staff in the execution of protocol duties, ensuring proper etiquette for official engagement and interactions with dignitaries and officials. Works closely with policy makers to identify and interpret research information needs.
- Reviews and recommends proposals relating to legislative and regulatory areas of the Communications sector.
- Prepares the more complex Cabinet/Ministerial Notes, internal notes and other documents.
- Coordinates the process for identifying stakeholder needs and reviews relevant engagement strategies.

### **Client Programme Monitoring**

- Supervises the work of professional and other support staff engaged in the provision of Communications services to Ministries/Departments and other clients.
- Coordinates the development, design and implementation of Government Communication policies, systems, strategies and plans, rules and regulations.
- Coordinates the development of protocol and procedures and practices accordance with established standards to ensure the use of appropriate etiquette in interactions with individuals such as Dignitaries and Officials.
- 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.
- Develops appropriate programmes and campaigns in consultation with Ministries/Departments and relevant stakeholders.
- Designs and manages systems and processes to link Government's visions to the work of the Communications Units of Ministries/Departments.
- Collaborates with stakeholders to develop internal and external Communication goals for the purpose of identifying audiences for marketing efforts and ensuring that the objectives of Ministries/Departments are achieved in the most efficient and timely manner.
- 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.
- Directs the updating of a database/directory of stakeholders' contact information and profiles.
- Works closely with policy makers to identify and interpret research information needs.
- Develops and maintains programmes utilising various media for public education and dissemination of information on the role, functions and services of the Ministry.

- Plans, coordinates and participates in public consultations, conferences, media monitoring, media tours and events, public opinion research activities, public image enhancement programmes, seminars, workshops and similar special events for Ministries/Departments and prepares a Calendar of Events.
- Manages the corporate identity and reputation of the Public Service to enhance its public image.
- Prepares the more complex Cabinet/Ministerial notes, internal notes and other documents.
- Provides support in relation to the Communications functions in Ministries/Departments.
- Researches, coordinates and delivers training programmes for Government Communications personnel in the functional areas of Communications.
- Performs other related duties as required.

#### **KNOWLEDGE, SKILLS AND ABILITIES**

##### **KNOWLEDGE:**

- Considerable knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.
- Considerable knowledge of marketing, public relations, advertising, promotion and other marketing communication methods.
- Considerable knowledge of current theories and practices in communication research, planning and strategy, and the role of mass media.
- Considerable knowledge of protocol procedures.
- Knowledge of Public Administration.
- Knowledge of the organisational structure of the Government of Trinidad and Tobago.
- Knowledge of the Constitution of the Republic of Trinidad and Tobago.

##### **SKILLS AND ABILITIES:**

- Proficiency in the use of Microsoft Office Suite.
- Skill in the use of personal computers.
- Skill in conducting research and in conceptual and analytical thinking.
- Skill in writing and editing, including a strong command of English.
- Ability to use e-Government technology platforms.
- Ability to use the internet for research purposes.
- Ability to identify communication-related risks and opportunities and to provide timely feedback and advice to management.
- Ability to think strategically and to rapidly analyse and integrate diverse information from varied sources into conclusions and recommendations.
- Ability to plan and organise Public Service wide meetings and events.
- Ability to supervise contractors and staff engaged in communications activities.
- Ability to convey complex ideas in an engaging manner with clarity, diplomacy and precision.
- Ability in the use of internet for research purposes.
- Ability to prioritise and multi-task within tight deadlines and respond to changing demands.
- Ability to establish and maintain effective working relationships with internal/external stakeholders.

#### **MINIMUM EXPERIENCE AND TRAINING:**

- Minimum of six (6) years' experience in Corporate Communications or Marketing or Public Relations.
- Training as evidenced by a recognised University Degree in Communications Studies a post graduate Diploma in a related field.