

CIVIL SERVICE OF JAMAICA
JOB DESCRIPTION AND SPECIFICATION

Ministry/Entity: Rural Agricultural Development Authority

JOB TITLE:	Director, Communications & Public Relations
JOB GRADE:	GMG/SEG3
POST NUMBER:	1.11
DEPARTMENT:	Corporate Services
REPORTS TO:	Principal Director – Corporate Services
MANAGES:	

This document is validated as an accurate and true description of the job as signified below:

Employee

Date

Manager/Supervisor

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date created/revised

STRATEGIC OBJECTIVES:

1. Provide farmers with a comprehensive and efficient extension service that fully utilises ICT technology to support, modernise and increase agricultural production, productivity and farmer income;
2. Promote the diversification of agriculture, and improved post harvest handling, agro-processing and livestock production to increase the value of agriculture to the national economy, thereby also improving the standard of living of farm families;
3. Supply farmers, processors and marketers with real time market intelligence, to enhance incomes by reducing surpluses or shortages;
4. Maintain an up to date farmer registration database, giving full details of type of cropping patterns, type of livestock production, location and size of holdings;
5. Promoting land husbandry practices which preserve the natural resource base and discourage farming practices which lead to environmental degradation, particularly in critical watersheds;
6. Ensure that plant and animal, health and safety standards are maintained by educating farmers, thereby ensuring national and international confidence in Jamaican agricultural products;
7. Encourage farming communities through group activities to improve family health and nutrition, reinforce social cohesion and supplement household income through the development and marketing of new agro processed products;
8. Implement national policy initiatives for food security, rural and national economic development; whilst fostering linkages with international donors, NGO's and CBO's and other relevant agencies;
9. Implement appropriate disaster mitigation measures, ensuring a high level of preparedness within farming communities, effectively carrying out damage surveys and developing appropriate strategies to restore productivity once the event has taken place;
10. Attract more young people into agriculture by establishing and strengthening linkages with school garden programmes and the 4 H movement;
11. Develop a human resource capability aligned with the overall mission of the Authority which will ensure officers have a clear career development path and are regularly trained and updated in the latest technologies;
12. Maintain a high level of corporate governance accountability and transparency by ensuring that all financial management, accounting, procurement, monitoring and evaluation systems satisfy the legal and managerial requirements of a Statutory body which is moving towards an effective, performance based, executive agency.

JOB PURPOSE:

Under the general direction of the Chief Executive Officer, the incumbent will provide educational/extension opportunities for farmers and the public through the regular publication and advertisement of a newsletter, schedules of training and field days, seminars and other events and activities. S/he will also promote the image of the Authority as a creative, progressive and essential organization which continues to make a valuable contribution to the growth and development of Jamaican agriculture.

The Communications Specialist/PR will also

- Develop and implement a Public Relations and Communications programme to ensure a favourable image of the Authority is projected, consistent with its objectives and policies;
- Develop and ensure implementation of a comprehensive internal and external communication system.

KEY OUTPUTS:

- Technical advice/guidance provided
- Plan and budget developed and implemented
- Policies, Systems and procedures established
- Reports prepared and submitted
- Annual Public Relations Plan and Budget developed
- Public Relations and Public Education Programmes formulated and implemented
- Ongoing contact maintained with the media
- Speeches and publicity material researched and written
- In-house publications prepared
- Internal and External Communication systems designed and implemented
- Farmers feedback system implemented

KEY RESPONSIBILITY AREAS

Management/Administrative Responsibilities

- Serves as a member of the Authority's Strategic Management Team which is collectively responsible for providing leadership and guiding the strategic direction and overall achievements of its policy agenda
- Provides technical advice to the CEO, Board Chairman, and other members of staff on matters relating to the designated areas of responsibility
- Develops and implements the Unit's operational plan.
- Develops and manages the Unit's annual budget.
- Establishes/reviews and implements operational systems and procedures to guide the operations of the Unit
- Prepares and submits activity/performance and other reports as required
- Develops and documents a public relations and communication policy in consultation with the Chief Executive Officer, National Board and Senior Officers of the Authority.

Public Relations Responsibilities

- Develops and implements suitable Public Relations and Public Education Programmes for the Authority.
- Establishes linkages and maintains ongoing contact with the media.
- Participates in the planning and organizing of major events hosted by the Authority.
- Writes media advisories and makes arrangements for media coverage of Agency-related events.
- Conducts research and writes news releases, announcements, advertisements on breaking news items, Agency successes and developments; liaises with media houses to disseminate information.
- Arranges news conferences and media tours; prepares media information kits.
- Writes briefs for the Executive Director/Board Chairman in preparation for Radio/TV interviews.
- Conducts research and writes speeches and statements as is necessary for the Chief Executive Officer, Chairman and Senior Managers.
- Prepares in-house publications such as newsletters, brochures and regular bulletins containing extension information for farmers and extension personnel.

Communications Responsibilities

- Designs and implements suitable Internal and External Communication Systems for the Authority.
- Documents/ publicizes/circulates instructions for the implementation of communication systems.
- Conducts regular reviews of the communications systems and takes corrective action as is necessary.
- Collaborates with the CEO and senior managers in identifying management information and other information to be communicated internally.
- Provides advice/guidance to managers/officers responsible for the development of farmer-training programmes on training methodology and the selection of training materials; participates in training process where required.
- Devises and implements a system to obtain feedback from farmers on the Authority's services to them.
- Keeps abreast of new developments as it relates to electronic communication systems. Makes arrangements for their introduction/use in the Authority where applicable.
- Ensures that farmers and members of the public who call into the Authority for Technical Information and advice are dealt with promptly.

Human Resource Management Responsibilities

- Monitors and evaluates the performance of direct reports, prepares performance appraisals and recommends and/or initiates corrective action where necessary to improve performance and/or attain established personal and/or organizational goals.
- Participates in the recruitment of staff for the Unit and recommends personnel action in accordance with established human resource policies and procedures.
- Provides leadership and guidance to direct reports through effective planning, delegation, communication, training, mentoring and coaching
- Ensures the welfare and developmental needs of staff in the Unit are identified and addressed.
- Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to the goals of the division and the organization

AUTHORITY

- Recommends representation at media events and agricultural fora
- Recommends the purchase of electronic communication equipment
- Recommends promotion strategies
- Submits news stories for publication

PERFORMANCE STANDARDS

- Technical advice and guidance leads to business improvement
- Annual plan and budget are completed on time and in accordance with set guidelines
- Policies, systems and procedures support the organization's objectives
- Reports are comprehensive, accurate and submitted on time
- Public Relations and Public Education Programmes are relevant and timely.
- Speeches and publicity material are prepared within agreed time frame and in keeping with set standards.
- News releases serve to positively promote the Agency, its initiatives and achievements
- Internal and External Communication systems are in keeping with the needs of the Authority
- Farmers' feedback system is widely used and the information gathered is used for decision-making.

INTERNAL AND EXTERNAL CONTACTS

Internal

All Divisions	To develop and implement the Public Relations and Communication Programme
Extension Personnel	Planning and liaising re training days, field days etc.

External

Ministries/Departments/Public Sector Agencies	Information sharing, inter-agency collaboration
JAS and other agricultural groups, Jamaica 4H Clubs, Ministry of Agriculture	Information sharing, inter-agency collaboration
Suppliers of goods and services	Purchase/rental of equipment
Communications/Public Relations Companies/Media Houses	Collaboration on promotions, coverage of events, etc.

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Frequently required to work outside of normal working hours
- Island-wide travelling
- Intense mental effort required in creating speeches, advertisements etc.

REQUIRED COMPETENCIES

Technical/Functional Competencies

- Knowledge of the local media landscape
- Knowledge of the operations of Government
- Knowledge of the Agency's policies, systems and procedures

- Knowledge of Events Management
- Proficiency in the use of the relevant computer applications

Core Competencies

- Good inter-personal skills
- Excellent oral and written communication skills
- Good presentation and public speaking skills
- Strong customer relations skills
- Good planning and organizing skills

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's Degree in Mass Communication or Journalism
- Five (5) years working experience in the field of Public Relations, or a communication-related environment