



# *Job* Description

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## COMMUNICATIONS OFFICER

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### **JOB SUMMARY**

The incumbent is expected to contribute to the achievement of the communications targets of the Ministry of Trade and Industry, and assist in monitoring their implementation. Duties include coordinating media relations strategies, producing and disseminating materials for communicating information about the Ministry 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.

### **DUTIES AND RESPONSIBILITIES**

#### **Strategy and Measurement**

- Assists in tracking developments in the Ministry/Department's sector nationally and globally.
- Participates in the design, organization 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.
- Assists in identifying stakeholders needs and proposes relevant engagement strategies.
- Liaises with Media Services to monitor print and electronic media to keep the Ministry/Department informed of developments within the Communications environment.
- 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 sensitization.
- 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, utilizing 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.
- Organizes 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.
- Co-ordinates 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.

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# CORPORATE COMMUNICATIONS OFFICER

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### **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.

### **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 organizational structure of the Government of Trinidad and Tobago;
- Knowledge of modern techniques of news gathering/event management.
- Knowledge of protocol procedures

#### **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

#### **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.