

**PUBLIC RELATIONS/CONFERENCE OFFICER****KIND OF WORK**

Technical work in the field of public relations/conference activities.

**DISTINGUISHING FEATURES OF WORK**

An employee in this class is responsible for planning and organizing public relations programs/conference schedules to maintain sustained media, public and business communications in respect of the Ministry's trade and industry - related policies and activities. Work involves the preparation and dissemination of material for public information, liaising with the media, business organization, individuals and the public; planning and implementing conference-based activities and schedules and advising on conference planning. Work is performed with a considerable degree of initiative and independence, but instructions on general policy, departmental objectives and procedures are received from an administrative superior who reviews work through discussions and reports for accuracy, appropriateness and timeliness.

**EXAMPLES OF WORK**

Plans, organizes and co-ordinates the public relations/conference activities which are internal/external to the Ministry's functions.

Plans programs of activities and itineraries for foreign investors, trade missions, official visitors and other clientele engaged in the Ministry's trade and industry business and ensures timeliness of the schedules thereof.

Develops and documents methods, systems and procedures for arranging conference and seminars.

Collates and disseminates information on the activities of the Ministry to the various media and liaises with media personnel to ensure timely release of public information.

Co-ordinates in-house conferences/seminars/meetings hosted by the Ministry and all other staff functions and events internal/external to the Ministry.

Arranges press interviews, visits, press briefings and informs, guides and assists personnel involved in public relations activities related to trade and industry matters.

Drafts and prepares for dissemination, printed matter such as invitations, programs, pamphlets and handbooks to be used at conferences/seminars/meetings/formal functions and for public information.

Advises and assists others Ministries/Departments in the planning and organizing of conferences, seminars, official visits and staff functions.

Ensures that all decisions are adhered to.

Performs related work as may be required.

### **REQUIRED KNOWLEDGES, SKILLS AND ABILITIES**

Considerable knowledge of the principles and techniques of Public Relations work.

Considerable knowledge of the functions of the Ministry.

Considerable knowledge of conference planning and organizing (including budget development and financial management).

Knowledge of protocolary.

Knowledge of modern techniques of news-gathering and release.

Sound communication skills, oral and written

Sound human relations and interpersonal skills.

Ability to plan and organize public relations/conference activities within given time frames and budgets and effectively co-ordinate all activities related thereto.

Ability to establish and maintain effective working relationships with various media personnel, business organizations and the public.

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

Considerable experience in the field of Public Relations and conference planning; and training as evidenced by a CCE/CXC O'Level Certificate with passes in English Language and Mathematics supplemented by a recognized Certificate in Public Relations or Mass Communication or any equivalent combination of experience and training.