



Ministry of
Education & Youth

ICO 26 -63

CAREER OPPORTUNITY

JOB TITLE : COMMUNICATION/PUBLIC EDUCATION MANAGER (MCG/IE 5) - VACANT ACCESS TO INFORMATION UNIT

Under the general supervision of the Senior Director, Access to Information Unit, the Communication/Public Education Manager is responsible for developing and implementing the Unit's communication programmes by providing current and accurate information about the Access to Information Act (2002) through the use of dynamic communication and public relations tools and strategies that will enhance the public's awareness of their right to official documents. The Communication/Public Education Manager is also responsible for relationship management, analysis and evaluation of the Unit's impact among public authorities, stakeholders and partners in pursuit of its goals.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's Degree in Mass Communication/Public Relations or Communications from a recognized tertiary institution;
- Certification in the field of print, electronic, social media marketing or public relations;
- At least five (5) years' experience in journalism, communications or Public Relations/Public Education;
- Experience in the design and delivery of training and communication programmes would be an asset;
- Project Management certification/training would be an asset.

REMUNERATION PACKAGE:

Salary Scale: \$5,198,035.00 to \$6,990,779.00 per annum
(GMC/SEG 3) Salary Scale, Band 9.





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FOR FURTHER INFORMATION, PLEASE CONTACT THE DIRECTOR, HUMAN RESOURCE MANAGEMENT AT EXT. 5983. INTERESTED PERSONS ARE INVITED TO SUBMIT APPLICATIONS WITH RÉSUMÉS NO LATER THAN THURSDAY, MAY 21, 2026 TO THE ADDRESS PRESENTED BELOW.

DIRECTOR - HUMAN RESOURCE MANAGEMENT
MINISTRY OF EDUCATION, SKILLS, YOUTH & INFORMATION
2 -4 NATIONAL HEROES CIRCLE,
KINGSTON 4

WE THANK ALL APPLICANTS FOR EXPRESSING AN INTEREST; HOWEVER, ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED.

[CLICK HERE TO APPLY](#)

HUMAN RESOURCES
MANAGEMENT



CIVIL SERVICE OF JAMAICA

JOB DESCRIPTION AND SPECIFICATION

MINISTRY OF MINISTRY, EDUCATION, SKILLS, YOUTH & INFORMATION

JOB TITLE:	Communication/Public Education Manager
JOB GRADE:	MCG/IE 5
POST NUMBER:	
DIVISION/BRANCH:	Information Division
SECTION/UNIT	Access to Information Unit
REPORTS TO:	Senior Director, Access to Information
MANAGES:	Public Education Officer (MCG/IE3) Senior Secretary (OPS/SS 2)

JOB PURPOSE

Under the general supervision of the Senior Director, Access to Information Unit, the Communication/Public Education Manager is responsible for developing and implementing the Unit's communication programmes by providing current and accurate information about the Access to Information Act (2002) through the use of dynamic communication and public relations tools and strategies that will enhance the public's awareness of their right to official documents. The Communication/Public Education Manager is also responsible for relationship management, analysis and evaluation of the Unit's impact among public authorities, stakeholders and partners in pursuit of its goals.

KEY OUTPUTS (Results, Deliverables)

- Unit's Strategic/Corporate, Operational Plan and Budget;
- Work Plans for direct reports developed;
- Performance Appraisals for direct reports conducted;
- Meetings, seminars, exhibitions, information sessions and public fora organized and monitored;
- Public education programmes developed and implemented;
- Reports, research papers, speeches and Press Releases prepared;
- Communication/information strategies developed;
- Technical advice on Public Education/Communications Strategies provided;

- Liaison maintained with stakeholders (civil society and private sector organizations, public authorities and print and electronic media;
- Training needs data captured and analyzed.

KEY RESPONSIBILITIES (Activities, Tasks)

MANAGEMENT/ADMINISTRATIVE

- Participates in the development of the Unit's Strategic/Corporate, Operational Plan and Budget; drafts and monitors the Public Relations/Education Budget of the Unit;
- Provides technical advice to the Senior Director and other relevant persons/organizations as required;
- Designs and implements communication strategies and tools to disseminate information on Access to Information Laws, Regulations, policies and programmes in accordance with the Unit's mandate, Strategic and Operational Plans and Government Communications Policies;
- Represents the Unit at local/overseas meetings, conferences and other fora as required by the Senior Director;
- Prepares and submits performance and other reports as required, and ensures timely submission of all documents/information requested by the Senior Director;
- Manages strategic communication plan, including social media strategy;
- Participate in the recruitment and selection of staff and recommends movement where appropriate.

SUPERVISORY

- Monitors and evaluates the performance of direct reports, prepares work plans and conducts Performance Appraisals and recommends developmental and training activities to aid direct reports in attaining established professional and organizational goals;
- Provides leadership and guidance to direct reports through effective planning, delegation, communication, training, mentoring and coaching;
- Ensures that the welfare and developmental needs of direct reports are identified and addressed;
- Recommends vacation leave and approve sick and department leave for direct reports.

TECHNICAL/PROFESSIONAL

Public Education

- Designs and implements specific public education programmes to highlight and explain particular aspects of Access to Information Act (2002);
- Coordinates the development of educational material using various methodologies and media to creatively present information to meet the needs of various publics;
- Coordinates, develops and delivers information sessions (presentations, exhibitions, workshops and seminars) to public sector, private sector organizations, schools, community and other interest groups;
- Conducts training needs assessment of public servants and other target groups and develops training programme(s) to address needs identified;
- Develops and implements strategies for assessing the effectiveness of the public education programme and recommends/implements programmes where necessary to address findings;

- Establishes and maintains partnerships with target groups and advocates programmes to address needs, rights and responsibility;
- Conducts research on global procedures, regulations and programmes regarding ATI/Freedom on Information legislation to assist with informing the education and communication activities of the Access to Information Unit;
- Supports the Senior Director with the monitoring of the application of the Access to Information Act in government organizations in relation to the understanding of the Act;
- Tracks, researches and analyses information on ATI related topics/issues and make recommendations to the Senior Director;
- Prepares responses to media enquiries and requests;
- Monitors and reports on progress of the implementation of the Unit's Communication Programme and takes appropriate action.
- Develops, reviews and implements Communication Policy for the Unit.
- Monitors and analyses public opinion and the media, identifies issues and trends, and advises the Senior Director on appropriate action/responses;
- Oversees and assesses production of specific types of information communication products (e.g. press kits, press releases, feature articles, speeches, booklets, brochures, backgrounders, audio-visual materials and radio spot programmes etc.);
- Develops, plans and implements special events;
- Publishes priority areas and/or major events of the Unit as directed;

Public Relations

- Collaborates with Jamaica Information Service (JIS) and other media houses for the development of programmes for the publicity of the Access to Information Act and the role and functions of the ATI Unit;
- Coordinates public relations activities such as press conferences, media briefings etc. in relation to the ATI Act and activities of the Unit;
- Draft speeches and Press Releases;
- Provides support to the Information Division;
- Establishes and maintains an effective working relationship with the media.

OTHER RESPONSIBILITIES

- Performs other related functions assigned from time to time.

PERFORMANCE STANDARDS (How Success Will Be Measured)

- Effective supervision is demonstrated;
- Effective and timely advice and assistance provided as required;
- Effective communication is initiated and maintained with the media and information supplied is timely and accurate;
- Established deadlines, targets and quality standards are consistently met;
- The Public/ Public Sector and Private Sector organizations/ Civil Society and other interest groups are well informed about all aspects of the Access to Information Act, the Access to Information Appeal Tribunal Rules, procedures and decisions;
- Information sessions and public fora are relevant to the target audience and effective presentation methods are used;
- Public Education campaign is well coordinated and implemented;
- Reports are accurate, comprehensive and timely;
- ATI resource materials and documents produced are current, relevant, appropriately documented and accessible to the public in multiple formats;
- Reports, research papers, briefs, speeches are prepared in the required format, and within agreed timeframe;
- Appropriate data collection methods are used in collecting data;
- Training needs assessment and training programmes are carried out in accordance with established guidelines and within specified timeframes;
- Confidentiality, integrity and professionalism are displayed in the execution of duties and personal conduct.

INTERNAL AND EXTERNAL CONTACTS

Internal

Contact	Purpose of Communication
Principal Director	Obtain/Share information; Provide feedback and support
Senior Director, Access to Information	Receive directives, guidance and work assignments; Provide support and information as required.
Staff in ATI Unit;	Collaborate and share information
Managers in other Divisions/Units	Obtain/Share information

External

Contact	Purpose of Communication
JIS and other Media Houses	Development of programmes for the publicity of the Access to Information Act and the role and functions of the ATI Unit
Public Authorities, NGO's, Private Sector Organizations. Schools, community other interest groups, Civil Society	Public Education matters (e.g. presentations, exhibitions workshops, seminars etc.)

REQUIRED COMPETENCIES (Identified knowledge, skills, attributes and mindsets necessary for effective job performance)

- Integrity/Confidentiality;
- Excellent leadership and organizational skills;
- Excellent interpersonal and customer relations skills;
- Excellent judgement, decision making and problem-solving skills;
- Excellent presentation, oral and written communication skills;
- Excellent social media marketing (LinkedIn, YOUTUBE, Instagram, Facebook and TikTok) and media relations skills;
- Strong research and analytical skills;
- Networking and relationship-building skills and ability to function as a team player, and works harmoniously with a diverse group of people at various levels externally and internally;
- Demonstrated proficiency in social media marketing.
- Demonstrated emotional resilience and the ability to withstand pressure on an on-going basis;
- Proficient in the use of computer applications- Adobe Creative Cloud applications (Audition, Adobe Premier Pro, Adobe Photoshop, sierra Print Artist), and/or Blackmagicdesign Davinci Resolve 18 and Canva and proficient in the use of Microsoft 365 including Office Suite (Word, Excel, PowerPoint).

REQUIRED KNOWLEDGE

- Knowledge in Search Marketing: Search Engine Optimisation (SEO), paid search (PPC), GOOGLE Ad (AdWords), Microsoft Ads and Analytics;
- Knowledge of Digital Strategy, Digital Channel Management and Customer Experience (CX) including Digital Customer Experience (DCX);
- Knowledge of Public Education and Communication strategies and tools and strategies for the evaluation communication activities;
- Knowledge of public sector management;
- Knowledge of government communication policies and protocols;

MINIMUM EDUCATION AND EXPERIENCE REQUIRED

- Bachelor's Degree in Mass Communication/Public Relations or Communications from a recognized tertiary institution;
- Certification in the field of print, electronic, social media marketing or public relations;
- At least five (5) years' experience in journalism, communications or Public Relations/Public Education;
- Experience in the design and delivery of training and communication programmes would be an asset;
- Project Management certification/training would be an asset.

SPECIAL CONDITIONS ASSOCIATED WITH JOB

- May be required to work beyond normal working, whenever the need arises;
- May be required to travel island-wide locally and overseas from time to time.

AUTHORITY:

- To assign work to staff supervised
- To access confidential information

WORKING CONDITION

- Normal office conditions

Date of Issue/Update	Job Holder's Signature	Job Holder's Supervisor's Signature
October 2020 Updated Sept. 2022		