



Government of Trinidad and Tobago

JOB DESCRIPTION

CONTRACTUAL POSITION

JOB TITLE: DIRECTOR, GOVERNMENT COMMUNICATIONS

JOB SUMMARY:

The incumbent is responsible for the development, design and implementation of the policy framework for the effective communication of Government Information and for Government Communications strategies and plans. The incumbent is required to provide expert advice to Ministries/Departments on Communications policies, systems, procedures, rules and regulations and monitors the development and implementation of Ministry/Department specific communication programmes.

REPORTS TO:

Permanent Secretary

SUPERVISION GIVEN TO:

Senior Government Communications Specialist/designated officer (direct)
Government Communications Specialist/designated officer (indirect)

DUTIES AND RESPONSIBILITIES:

- Plans, organises, directs and coordinates the work of staff engaged in the provision of Communications services to Ministries/Departments.
- Develops policy guidelines for the design and implementation of creative and effective Communications Strategies including content management of a Ministry's/Department's website ensuring adequate integration into its operations.
- Develops, implements and continuously monitors policies and guidelines for the Public Service in designated aspects of Communications and Marketing such as Communications Planning, Reporting and Execution.
- Prepares the more complex and sensitive, briefs, media releases, advertisements and presentations.
- Prepares or reviews speeches to be delivered by the Minister.
- Prepares the more complex Cabinet/Ministerial Notes, internal notes and other documents.
- Manages the preparation of the budgetary estimates and project plans to advance the work programme of the Division.
- Develops Government's Communications policies, systems, procedures, rules and regulations in collaboration with key stakeholders.
- Develops protocol procedures and practices for Ministries and Departments in accordance with established standards to ensure the use of appropriate etiquette in interactions with individuals such as Dignitaries and Officials.
- Provides expert advisory/consultancy services to Ministries/Departments on the policies, systems, procedures, rules and regulations related to the Communications function.
- Prepares the required inputs for the Ministry's annual report and other reports required by relevant Agencies.
- Defines and manages all aspects of strategic communications: brand management, reputation management and relationship management for the Ministry.
- Represents the Ministry at meetings and on committees as required.
- Coordinates consultations with Heads of Communications Units in Ministries/Departments to obtain inputs through collaborative mechanisms such as communication clusters. *in collaboration with info*
- Guides Line Agencies in planning and executing Crisis Communication Plans and appropriate responses to

adverse publicity.

- Advises on the development and implementation of Orientation Programmes for Communications personnel in Ministries/Departments.
- Manages a national information repository for the various government communications functions.
- Builds and maintains positive relationships with stakeholders including those in the Advertising and Communications and related industries.
- Monitors and evaluates the implementation of Communications plans of government through performance assessment mechanisms to ensure efficacy.
- Directs the conduct of quantitative, qualitative and/or desk research to assess the communications environment, both in general and for specific communications campaigns/projects.
- Oversees the maintenance of a database/directory of contact information and profiles.
- Promotes a customer service ethos by defining the needs of a diverse customer base and ensuring service outcomes/deliverables are consistent with defined needs and expectations.
- Performs other related duties as required.

KNOWLEDGE, SKILLS AND ABILITIES

KNOWLEDGE:

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

SKILLS AND ABILITIES:

- Proficiency in the use of Microsoft Office Suite.
- Skill in the use of personal computers.
- Skill 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 devise, plan, and project manage and evaluate major advertising communications and marketing programmes.
- Ability to manage professional and support staff.
- Ability to manage the Division's budget.
- Ability to motivate staff, lead and promote teamwork, to think creatively and strategically and to demonstrate flexibility.
- Ability to make executive-level presentations and to work with senior executives and business partners to develop messaging and public relations campaigns.
- Ability to coach and engage in strategic communication planning.
- Ability to grasp and communicate business, financial, and sociologically relevant information clearly and accurately to internal staff, customers, press and analysts.
- Ability to establish and maintain effective working relationships with internal /external partners.

MINIMUM EXPERIENCE AND TRAINING:

- A minimum of ten (10) years' work experience in Corporate Communications or Marketing or Public Relations or Media Relations and Advertising; including five (5) years' experience at a senior management

level.

- Training as evidenced by a recognised University Degree in Communications Studies or a post graduate Diploma in a related field.