

MINISTRY OF AGRICULTURE

CAREER OPPORTUNITY

DIRECTOR – Communication & Public Relations (MCG/IE 6)

JOB PURPOSE

The Director of Communication & Public Relations, working under the general supervision of the Permanent Secretary and Principal Director - Policy Coordination and Administration is responsible for the development, execution and ongoing management of a Public Relations and Publicity Programme for the Ministry that will raise the level of awareness of its stakeholders regarding its programmes and policy initiatives, which are geared at modernizing the sector and enhancing farmers' productivity and competitiveness.

The incumbent also has the responsibility to write/oversee the production and editing of official publications including Ministry Papers, Training Manuals, Annual Reports and project-related hand books

KEY OUTPUTS

- Development of an annual Public Relations/Publicity programme and Operational Plan
- Management of Official Project Signing ceremonies and other special events involving members of the Diplomatic Corps, in collaboration with Ministries of Foreign Affairs and Finance, PIOJ and the Ministry's primary International Funding Agencies
- Establishment and maintenance of Media contact with newspaper/radio and TV news editors to facilitate coverage of the Ministry's programme initiatives
- Provision of Public Relations Crisis Management Support in response to negative publicity and sector-related crises
- Coordination of logistics for launches of the Ministry's priority projects/special events

- News releases/feature stories written and submitted to media houses to update stakeholders and the public on the Ministry's new policy initiatives, farmer assistance programmes and other breaking news in the sector
- Speeches/Messages written for official project launches, sector-related calendar and other events
- Official Ministry publications including Ministry Papers, Training Manuals, Annual Farmers' Calendar, Annual Reports and project-related hand books written/edited and printed
- Budget & Sectoral Debate Presentations edited and printed

MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE

- A degree in Mass Communication, or Journalism
- A minimum of five (5) years working experience in Public Relations/Communication at the **managerial level**
- A thorough understanding of the local media landscape
- Proficiency in the use of the Internet, Windows operating systems and Microsoft applications, in particular, Word and PowerPoint

Applications should be submitted no later than February 26, 2010 to:

**Senior Director
Human Resource Management and Development
Ministry of Agriculture
Hope Gardens
Kingston 6**

Please note that we thank all for responding but only short-listed applicants will be contacted.