



## **JOB DESCRIPTION**

**Job Title:** Communications Officer

**Jobholder:** []

**Reports to (title):** Communications Manager

**Department/Ministry:** Ministry of Education

### **JOB PURPOSE**

Responsible for providing communications support to the Communications Manager by promoting Ministry policies, projects and programmes. The post-holder will support the Ministry in relation to public relations, communications, and events, internally as well as externally in meeting general information needs of the public as well as staff.

### **DIMENSIONS**

To assist the Communications Manager with:

- Utilisation of communication channels and promotional tools for internal and external communications.
- Delivery of communications support to the Communications Manager.
- Maintenance of strong partnerships with key stakeholders such as the Department of Communications, Portfolio of the Civil Service and the Deputy Governor's Office.

Number of agencies overseen in relation to communications:

- Core Ministry
- 2 departments and various units

Number of Events assisted with annually:

- 10-15

Number of press releases drafted annually:

- 80-100

## **PRINCIPAL ACCOUNTABILITIES**

Establish positive associations within the internal government, and between the public and mass media on behalf of the Ministry of Education, and by extension, the Cayman Islands Government, through planned publicity campaigns and PR activities using a wide range of media. 20%

This will involve assisting the Communications Manager in providing high quality, relevant advice, support and interventions.

## **Communications Support (Internal Communications, Public Relations, Publicity and Events)**

1. To coordinate the Ministry's public relations, publicity and event activities, in a manner which articulates the Ministry's visions and values in line with brand strategy, supports the Ministry in achieving its strategic objectives, and satisfies the information needs of all the Ministry's internal and external audiences and stakeholders. 60%

This includes:

- Assisting in the delivery of high-profile integrated campaigns to achieve specific objectives (e.g. drive brand awareness; inform audiences; change attitudes) via a range of media (e.g. printed collateral, digital content, advertisements and event appearances).
- Maintaining brand identity in alignment with brand guidelines within the overall brand strategy across the Ministry, its departments, programmes and initiatives.
- Updating and maintaining website and electronic media platforms for Ministry departments and programmes, including initiation and maintenance of Ministry and Departmental website content and following maintenance procedures.
- Translate business objectives and user needs into functional and content requirements for websites, intranets and business applications by coordinating with internal clients and external third parties.
- Assisting with event coordination and execution, in line with the Ministry's vision and values whilst demonstrating value for money.
- Maintaining productive relationships including, internal and external contractors and stakeholders as well as Government Information Services (GIS), media houses, event companies, etc.
- Managing an inventory of resources and promotional materials and co-ordinate the relative storage requirements.
- Ensuring adherence to policy, procedure; and maintain quality standards across all communications activities.
- Serving as in-house reporter on internal and external events includes taking photos and writing brief content for posting to relevant communication digital channels
- Maintaining the team's publicity and editorial calendars
- Participating in the ongoing development and maintenance of systems and processes for the communications program – including maintaining press lists, disseminating coverage, and tracking press activity and researching emerging trends;
- Identifying opportunities for placing subject-area specific articles, drafting media pitches, and other coverage;
- Staying abreast of market intelligence and industry trends in order to make recommendations for the advancement of public relations initiatives and

- campaigns;
- Developing media pitches and prepare senior management/officials in advance of interviews; Proactively seek media opportunities, respond to and facilitate media queries and interviews;
- Leveraging events and programs as part of public relations and communications outreach;
- Supporting the team on other special projects as needed;
- Assisting with integrated design work including: website management and coordination, print design, photography, and video documentation;
- Managing flow, create content and drive high engagement of social media postings across a cross section of platforms; 10%
- Researching, drafting or contributing to the copywriting of speeches, official responses, remarks, and messages;

### **Creative and Design Support**

2. To assist with the creation and content delivery using appropriate and professional design programs to:
  - Design flyers, report covers, digital web banners, etc. for internal and external campaigns for the Ministry and its various departments;
  - Create and update quarterly newsletters for the Ministry's various departments;
  - Create digital ads for social media platforms
  - Identifying requests which should be centrally coordinated.
  - Take photos at various events for the Ministry and its various departments; and
  - Assist with and liaise with vendors for the production of PSA's and video messages when necessary. 10%

### **Special Projects**

3. To assist with special projects, including:
  - Annual update for the further development of the Ministry's Hazard Management Plan, providing communications and assisting with readiness preparations.
  - Undertaking other related functions and duties as assigned by the Chief Officer or Deputy Chief Officer from time to time.
  - Supporting the production of the Ministry's annual reports.

### **BACKGROUND INFORMATION**

The Ministry is primarily concerned with the Education outcomes desired by Government, and delivers interventions to achieve these. The core ministry team's main responsibilities are: i) provision of policy advice and support to the Ministry and Cabinet and ii) accountability for the output and ownership performance of the Ministry, including its departments and units.

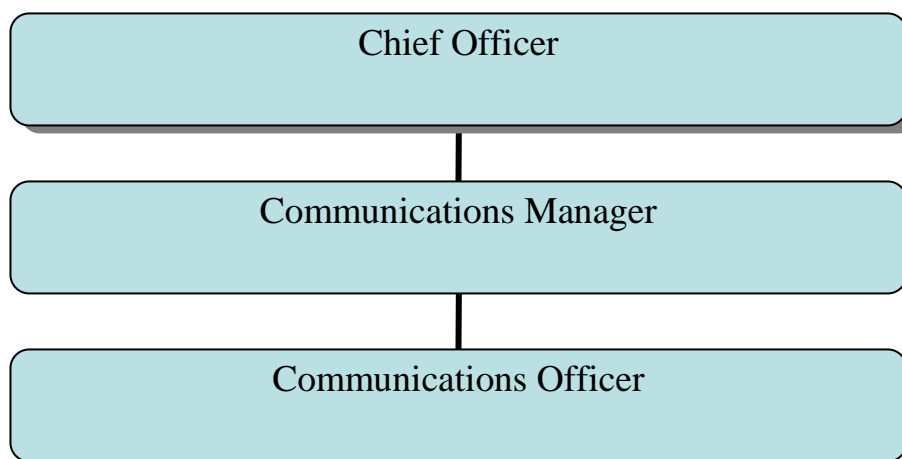
The Ministry is responsible for a number of departments, units and one statutory authority, and provides them with a wide range of direction (policy) and assistance. These entities include: Department of Education Services (DES); Cayman Islands Public Libraries; ICT Unit; and the University College of the Cayman Islands.

As a public entity, the Ministry is both highly visible and accountable. As such, the impact of its brand and

corporate communications is vital to achieving support and goodwill among its various audiences and the success of its mission.

The Ministry aims to use the entire gamut of communications tools and techniques to achieve its objectives. The success of the Ministry's endeavours in this area is largely dependent on its ability to identify and define communications requirements, from which it can effectively devise, implement, manage and deliver strategic communications plans with respect to values, objectives, audiences, message and communications channels.

## ORGANISATION CHART



## PERSON SPECIFICATION

### Education Experience

- Bachelor's degree in Communications, Public Relations, Journalism, English, Public Administration or other related field is required.
- Proven and successful experience of minimum 3 - 5 years in a demanding and varied Public Relations, Communications, Brand Management, Marketing and/or Events portfolio.
- Proven experience with producing and/or providing ground assistance with events and live productions.
- Demonstrated knowledge of and superior professional experience with utilizing social platforms and managing digital online assets such as Facebook, LinkedIn, Instagram, YouTube, and website content management system platforms is preferred.
- Proven ability to interact effectively with managers at a senior level in business and political arenas, and to build productive working relationships with internal and external audiences and stakeholders.
- Civil service experience and knowledge of and insights into areas of responsibility falling within the remit of the ministry would be advantageous.
- A good understanding of the internal communication models and methods to positively influence staff engagement, connect people and promote collaboration.

### Skills and Characteristics

- Well-developed written and oral communications skills

- Experience serving as a front-line liaison with the public and media;
- Ability to develop content (write copy) for product campaigns, product materials, social media posts, corporate blog, website, press releases, newsletters, e-mail campaigns, corporate announcements and other cross-channel communications;
- Sound knowledge and experience in implementing various public relations/communications initiatives designed to build a brand
- A high level of diplomacy to maintain media relations and support broader public relations campaigns;
- A good understanding of analytics, campaign reporting and KPI development to track social media audience engagements;
- A high level of diplomacy, tact and confidentiality
- A strong sense of team work, a high level of personal motivation and a commitment to excellence and improvement
- Experience assisting with the production of program materials such as evergreen documents, newsletter content, invites, programs, templates, PowerPoints, and signage;
- Ability to coordinate a cross section of event types, including planning and production
- Civil service experience and knowledge of and insights into areas of responsibility falling within the remit of the ministry would be clear advantages.

#### **ASSIGNMENT AND PLANNING OF WORK**

Under the supervision of the Communications Manager, work will be generated from the annual work plan of the Ministry and as a result of the planning process of the Ministry's management team for those of its departments and units.

#### **SUPERVISION OF OTHERS**

The post has no supervisory responsibilities.

#### **OTHER WORKING RELATIONSHIPS**

The post-holder will maintain relationships with stakeholders, to include: internal and external clients (e.g. colleagues, senior officers, department heads); those with informational needs (e.g. the general public; the government; industry sectors; employees); local and international media including the local Government Information Services; partners and external consultants; and providers of communications, creative and production services.

#### **DECISION- MAKING AUTHORITY AND CONTROLS**

Under the guidance of the Communications Manager, the post-holder may take decisions on matters within the ambit of the principal accountabilities of the post and within the context of the approved policies, procedures and priorities established by the Ministry.

#### **PROBLEMS/KEY FEATURES**

The post-holder will regularly be required to assist with creative solutions to new challenges and rapidly changing circumstances in a fast-moving and dynamic environment.

The post holder will also be required to be flexible and balance the demands of activity plans with those of spontaneous events which occur outside of those plans, whilst giving due consideration to priorities and limited resources.

**WORKING CONDITIONS**

The post holder will often be required to work outside of usual working hours. Considerable local travel will be required.

**AGREED BY**

Post-holder:

Date:

Appointing Officer:

Date: