



**OFFICE OF HIS EXCELLENCY
THE GOVERNOR-GENERAL AND STAFF**

**JOB DESCRIPTION AND SPECIFICATION
PRESS SECRETARY**

JOB TITLE: Press Secretary

JOB GRADE: MCG/IE 6

LOCATION: The Governor-General's Personal Staff

DIVISION: General Administration

UNIT: Public Relations

REPORTS TO: The Governor- General's Secretary and Clerk to the Privy

MANAGES DIRECTLY: One (1) Public Relations Officer, One (1) Public Relations Manager

MANAGES INDIRECTLY: Not Applicable

RELATES TO: i) The Special Advisor to The Governor-General
ii) The Senior Executive Assistant
iii) The National Coordinator - GGPE

This document is validated as an accurate and true description of the job as signified below:

Employee

Date

Governor-General's Secretary

Date

Director - Human Resource &
Administration

Date Created/Revised

JOB PURPOSE

To create and implement the communications strategies based on policies related to the functions of The Governor-General. He or she manages and directs the operations of the Public Relations Unit while liaising with the Special Advisor to The Governor-General and the Senior Executive Assistant to The Governor-General.

The incumbent ensures appropriate coverage and exposure of The Governor-General's activities, consistent with the requirements of *The Constitution*, and the responsibilities of the Office of The Governor-General ("*the Office*").

He or she is responsible for speaking to, and interacting with the media, stakeholders, and special interest groups on behalf of the Office, as well as preparing and overseeing the writing of speeches, messages, public statements, fact sheets, press releases, other types of written materials, and organizing events such as press conferences.

The incumbent develops and maintains working relationships with members of the media and serves as liaison between them. He or she responds to questions from the media and the general public, while coordinating the distribution of information from the Office.

The Press Secretary achieves the above by being supportive of "*a culture of excellence through people performance and partnerships*", coupled with staff motivation and commitment, as well as high levels of accountability and responsibility.

KEY OUTPUTS

1. Contribution to the Strategic/Business and Operational Plans prepared and delivered within the agreed time frame, with its on-going monitoring and control.
2. Created, implemented and managed communication strategies based on approved policies.
3. Sound, timely advice given, based on appropriate research and emerging trends.
4. Speeches, reports, briefs and press releases are written according to the standards required by the position. They are fair, balanced, accurate, and presented within agreed and established time frames.

5. Coverage and exposure of The Governor-General's activities is appropriate and timely; information distributed and/or circulated is factual and sets the right tone.
6. Effective working relationships established with the media, stakeholders, heads of Public Sector Organizations, external associates, and the general public. Is cordial and respectful when sharing or disseminating information.
7. Projects and programmes are completed and delivered within budget, and according to their requirements and approved timelines.
8. Trained, motivated, efficient, and productive staff whose output is in line with policies, goals, established standards, procedures, and deliverables.
9. Desk Manual developed, implemented and kept updated.

KEY AREAS OF RESPONSIBILITY

Management/Administrative Responsibilities

1. Convenes periodic meetings with direct reports to discuss upcoming events and assign responsibilities.
2. Prepares schedules and relevant information related to assigned tasks and projects.
3. Ensures that policies are respected, and all procedures are carried out according to established standards and in line with best practices.

Technical/Professional Responsibilities

1. Reviews, in consultation with the Governor-General's Secretary, the Deputy Governor-General's Secretary (Private), the Special Advisor and the Public Relations Officer, the effectiveness of existing strategies to disseminate information on the activities of The Governor- General in Jamaica and abroad.
2. Prepares and manages the annual Strategic/Business Plan, Operational Plan and Budget of the Public Relations Unit.
3. Leads in shaping the overall communications procedures in realization of these strategies and policies, especially with regard to the role and function of The Governor-General's activities and responsibilities.
4. Develops a stakeholder community programme for The Governor-General.

5. Articulates The Governor-General's Agenda of to the media, stakeholders, and special interest groups.
6. Coordinates the implementation of public and media relations programmes for The Governor-General, targeting special -interest groups.
7. Develops and implements proactive media strategies to support the policies of the Office of The Governor-General.
8. Prepares speeches, messages, broadcasts, public statements, fact sheets, brochures, booklets, and written materials and submits to the Governor-General's Secretary for approval.
9. Coordinates the distribution of information, press releases, and other pertinent information, internally and externally.
10. Acts as media liaison. Plans and organizes news conferences, media briefings, and other activities. Informs the media and the wider public regarding the affairs and initiatives of The Governor-General.
11. Monitors, analyses, and reports on media publicity in relation to The Governor-General and those programmes and initiatives with which The Governor-General is closely identified.
12. Conceptualizes the direction, tone and content of material posted on the King's House's website and on social media. Ensures that the appropriate approvals are obtained prior to material being uploaded.
13. Reviews the opinions and comments expressed by the general public on the image of the Office of The Governor-General and The Governor-General; brings them to his/her attention, and advise on appropriate responses when required.
14. Develops communication protocols to manage crises, emergencies, and unforeseen events.
15. Performs any other job-related functions as assigned by the Governor General's Secretary.

Departmental Human Resource Responsibilities

1. Provides leadership while adhering to the vision and mission of the Office, motivates staff towards achieving goals, and at the same time encourages a team approach.
2. Provides direction, support, and control to direct report, and ensures appropriate training so that tasks can be carried out to the required standards.
3. Manages the welfare and development of direct report through the timely preparation of performance appraisals with appropriate feedback.
4. Ensures that direct report is aware of, and adheres to the *King's House Standing Orders*, *GOJ Staff Orders*, policies, and other related procedures, and regulations.
5. Guides and monitors activities, approves work plans, and ensures that proper working conditions exist for Staff.

Other Responsibilities

1. Working member of the Public Relations Committee and any other related Committee.

PERFORMANCE STANDARDS

1. Approved plans and budget are implemented and met, with any anomalies appropriately justified and explained.
2. The communication strategy document adheres to standards, and is implemented in a timely manner.
3. Reports are received according to agreed schedules with verifiable data.
4. Speeches, reports, briefs, and press releases are written to the standard of the Office.
5. Feedback to the Office, with respect to coverage and exposure of The Governor-General's activities, is generally positive.
6. Advice given is based on sound data and reliable information.
7. A positive and cordial working relationship exists with the media, stakeholders, heads of Public Sector Organizations, external associates, and the general public.
8. Projects and programmes are completed and delivered within budget, and according to their requirements and approved timelines.

9. Trained, motivated, efficient, and productive staff whose output is in line with policies, goals, established standards, procedures, and deliverables.
10. Confidentiality, integrity, and professionalism are presented at all times, in personal conduct and the execution of duties.
11. Desk Manual developed, implemented and kept current.

REQUIRED COMPETENCIES

1. Knowledge of the Jamaican Public Service and familiarity with the characteristics of its governance and management.
2. Thorough knowledge and understanding of related Government of Jamaica policies.
3. Solid knowledge in the use of all types of media including: print, electronic, and social media.
4. Sound knowledge of the Jamaican media landscape in order to understand influences and keep abreast of changes and trends.

PROFESSIONAL

1. Excellent oral and written communication skills.
2. Problem-solving skills, with attention to details.
3. Strong work ethic.
4. Networking skills. Knows the media players.
5. Able to work independently and as part of a team.
6. Strategic planner.
7. Proficient in Microsoft Office Suite and related software.

PERSONAL

1. Possess developed leadership qualities, is highly organized, and shows initiative.
2. Able to think quickly, use sound judgement, and make decisions rationally and decisively.
3. Excellent interpersonal skills and able to interact professionally with all types and levels of persons.
4. Confident and shows respect when dealing with internal and external customers.

5. Calm and flexible, able to work through emergencies.

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Post Graduate Degree in Mass Communications OR equivalent from a recognized tertiary institution, with five (5) years' experience in Public Relations and/or Journalism, OR
- An Undergraduate Degree in Mass Communications OR equivalent from a recognized tertiary institution, with seven (7) years of progressively responsible Journalism and/or Public Relations Experience.
- Training and experience in project management and project delivery.
- Training in an area of Human Resource Management. Desirable but not mandatory.

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- This is an office environment with no adverse working conditions, however, the Press Secretary is expected to lead by example and take a non-traditional approach to working hours. This means that he or she can work ten to twelve-hour days, on weekends and public holidays due to the requirements of the Office.
- There may be pressure when managing the deliverables and other requirements of the position.
- Travelling is required across the fourteen (14) parishes of Jamaica.

AUTHORITY TO:

- Make recommendations to the Governor General's Secretary & Clerk to the Privy Council on related matters.
- Recommend leave, disciplinary action, and promotion for direct report according to established policies.
- Maintain collaboration with internal and external stakeholders.

LIAISE WITHIN THE OFFICE:

POSITION TITLE	PURPOSE OF COMMUNICATION
The Governor-General	Provide information, receive instructions
The Governor-General’s Secretary	Provide information, receive instructions
The Special Advisor	Provide information. Collaborate on drafting speeches and messages. Seek advice.
The Public Relations Officer	Give instructions, assignments, provide advice, coaching, etc. Monitor and review work Assess performance and provide feedback
The National Coordinator – GGPE The Project Officer – GGPE	Provide assistance in the publicity aspect of The Governor-General’s Programme for Excellence (GPPE).
The Senior Executive Assistant	Make appointments to meet with The Governor-General

LIAISE EXTERNALLY TO THE OFFICE:

POSITION TITLE	PURPOSE OF COMMUNICATION
Media managers and workers	Network Provide and request information
Stakeholders in the public and private sectors	Provide and request information. Seek ‘buy-in’ to King’s House Programmes and support of The Governor-General’s Agenda.