

INSTITUTE OF JAMAICA

(An Agency of the Ministry of Culture, Gender, Entertainment and Sport)

Applications are invited to fill the following post in the Central Administration Division of the Institute of Jamaica (IOJ):

**Public Relations Manager
(MCG/IE 4)**

Salary Range: \$1,665,309.00 - \$1,979,529.00

Job Summary

To develop and manage an effective public relations strategy that will maintain the Institute of Jamaica's image and identity across all media platforms.

Key Responsibility Areas:

- Prepares responses to media enquiries and information requests
- Prepares and supervises the implementation of the Public Relations Plan
- Develops and submits applications to grant-making bodies for funding.
- Manages and leads the identification of, and approaches to grant-making bodies
- Identifies and secures funding from overseas bodies.
- Identifies and approaches corporate prospects, securing financial contributions.
- Builds and maintains relationships with both local and national media
- Develops, and strengthens contacts with the corporate sector
- Collaborates with Divisions in collating material for publications, eg newsletters, circulars, pre and post public relation strategies for their events
- Coordinates Public Relations activities such as press conferences, media briefings etc.
- Promotes IOJ services through social media platform.
- Compiles bimonthly, quarterly and annual reports
- Posts logos and organizational summaries to industry services related websites and publications

Minimum Required Education and Training

- Bachelor's Degree in Mass Communication from a recognized institution
- At least one (1) year working knowledge of the Jamaican Cultural Environment
- Practical experience and knowledge of the full range of communications, approaches, tools and methodologies essential to planning and executing effective communications strategies
- Three (3) years' of professional experience in Journalism, Communications or Public Relations/Public Education.

Applications should be submitted no later than **Friday, May 13, 2022** to:

**DIRECTOR
HUMAN RESOURCE DEVELOPMENT AND MANAGEMENT
INSTITUTE OF JAMAICA
10-16 EAST STREET
KINGSTON**

Email personnel@instituteofjamaica.org.jm