

# **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, August 26, 2022** to:

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

Email [personnel@instituteofjamaica.org.jm](mailto:personnel@instituteofjamaica.org.jm)