



NATIONAL ENVIRONMENT AND PLANNING AGENCY

JOB DESCRIPTION AND SPECIFICATION

JOB TITLE:	Manager Public Education and Corporate Communications
JOB GRADE:	8
POST NUMBER:	
DIVISION:	Corporate Management
BRANCH:	Public Education and Corporate Communication
REPORTS TO:	Director Corporate Management
MANAGES:	Public Relations Officer, Snr. Public Education & Community Outreach Officer, Information Officer, Snr. Librarian, Graphic Artist, Administrative Assistant

This document is used as a management tool and specifically to enable the classification of positions and the evaluation of the performance of the post incumbent.

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

Employee

Date

Manager/Supervisor

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date Created/revised

Strategic Objectives of the Division/Branch:

The Corporate Management Division provides a portfolio of organization support functions to enable efficient operations of the Agency in executing its mandate and the achievement of its objectives. The Division comprises the following Branches:

Finance & Accounts Branch: is responsible for managing the financial affairs of the Agency establishing and maintaining sound financial controls, accounting systems and procedures in keeping with standard accounting principles and practices and GoJs standards and requirements.

Public Education and Corporate Communication Branch is responsible for providing public education and consultation support services to the divisions and branches as well as to coordinate the Agency's public relations programmes.

Information Technology Branch: is responsible for the ongoing operations and technical support of the agency's technology infrastructure to support operational management and delivery of its services.

Facilities Management and Operations Branch: provides security, ancillary and maintenance management services and administers the procurement function.

Public Procurement Branch: responsible to provide procurement management services and administer public procurement on behalf of the Agency.

Job Purpose:

To direct and manage the Agency's corporate communications, public education and public relations functions to build and maintain a positive corporate image and facilitate the design and delivery of programmes to enhance public awareness and education about environmental and sustainable development matters and the work of the agency.

Key Outputs:

- Communication Strategy and programmes
- Public Education Programmes and materials
- Branch's operational plan
- Branch's Operating policies and procedures
- Website content
- Reports
- Speeches, thought leadership articles, press releases, briefing notes etc.
- Management direction and guidance
- Direct reports performance appraisals

Key Responsibility Areas:

A. Management Responsibilities

1. Contributes to the preparation of the Division's operational plans and budget, ensuring the Branch's contribution is clearly defined including well aligned objectives, performance indicators and targets.
2. Manages the implementation of the Branch's operational activities through the preparation of individual work plans and the provision of technical guidance to team members to enable achievement of agreed targets, monitors performance and recommends/takes corrective action to address issues that may impact the expected results.
3. Leads the development/review of operating policies and procedures ensuring compliance with relevant GoJ policies and guidelines and including appropriate systems of control to facilitate the efficient management and delivery of service from the Branch.
4. Directs the management of the Agency's Documentation Centre and ATI function ensuring ensuring sound records and information management principles and practices are utilized and also that the Agency maintains compliance with established ATI policies, procedures and regulations.
5. Prepares and submits reports on the activities of the Branch as required.
6. Attends meetings on behalf of the Branch and/or the Agency as directed.
7. Demonstrates and upholds the Agency's core values in personal and professional behaviours in order to minimise reputational risks and maintain the corporate image of the Agency

B. Technical/ Professional Responsibilities

1. Leads the development and manages the implementation of the Agency's Corporate communications strategy, periodically reviews to ensure it maintains its relevance to the Mission and work of the Agency.
2. Provides assistance/advice to the CEO, Directors and NEPA Boards on corporate communication, public relations/ education matters including writing speeches, press releases, briefing papers, other presentation materials as well as the development of strategies for prompt and effective responses to issues and crises relating to the Agency's role and function.
3. Collaborates with the Information Technology Branch in managing the website; coordinates the provision of content materials ensuring information is current, accurate and complete.
4. Establishes mechanisms to monitor the print and electronic and social media and other forum to identify publicly voiced concerns, issues of concern to the Agency and/or news events that may have an impact (positive or negative) on its image and brings to the attention of the Chief Executive Officer and the Executive Management team; coordinates the design and dissemination of timely and informative responses in a manner conducive to the Agency's corporate image.
5. Establishes and maintains effective relationships/contacts with the media ensuring timely response to requests for information as well as the Agency's

participation in events conducive to its corporate image and/or promulgating environment and planning awareness and education.

6. Collaborates with technical divisions to design and implement public education programmes to support the work of the Agency and promote Environmental and Planning Education in Jamaica through the use of multiple media including:
 - Collaborating with other Government agencies, NGOs, donor organizations, educational institutions and other stakeholders in creating/facilitating public awareness events such as public environmental exhibitions, talks, features etc.
 - Preparing thought leadership materials by and about the Agency for both print and electronic media.
 - Participating in public/special events
 - Social media forum
 - Designing and distributing educational materials
7. Leads the planning and execution of formal and informal functions and public relations events hosted by the Agency.

C. Human Resource Responsibilities

1. Provides leadership to direct reports to enable their personal growth and professional development through inter alia:
 - effective objective setting, discussion and agreement of work programmes
 - delegation of appropriate levels of Agency and autonomy
 - appropriate technical and managerial guidance
 - timely and effective communication and performance feedback
2. Ensures that training and other development needs of direct reports and other Division staff are adequately identified and addressed.

D. Other Responsibilities

The incumbent may, from time to time be assigned duties not specifically outlined within the job description but are, however within the capacity, qualifications and experience normally expected from a person occupying this position.

Authority

The position incumbent is authorized to:

- Determine work processes and programmes
- Approve Branch expenditure within established limits
- Approve staff leave

Performance Standards:

- Established Branch and personal targets are consistently met.
- The operations of the Branch are effectively managed to enable efficiency, cost savings and a productive and engaged cadre of staff.
- Key deliverables are produced within agreed timeframes and to required standards
- Adequate and appropriate support is provided to CEO, executive management and the Boards Managers
- Communication flow between the Agency and its external publics are maintained at a satisfactory level
- Documents prepared are well researched, comprehensive and submitted within established timeframe
- Effective relationship is maintained with the media, stakeholders and general public
- Direct reports are consistently satisfied with the quality and timeliness of guidance and performance feedback provided.
- Confidentiality, integrity and professionalism are demonstrated in the execution of duties and personal conduct

Internal and External Contacts (specify purpose of significant contacts):

(i) Internal

Contact (Title)	Purpose of contact
CEO	Provide information, reporting, technical support
Division Directors, Managers	Provide information, responding to requests/queries, collaborating on projects
IT Branch	Collaborating on projects

(ii) External Contact (required for the achievement of the position's objectives)

Contact (Title)	Purpose of Contact
Media,	Provide information,
Donor Agencies, MDAs	Provide information, responding to requests/queries, collaborating on projects
General public,	Responding to requests/queries,

Working Conditions

Typical Office environment

Will be required to work outside of normal working hours and on weekends.

Required Competencies

- Excellent interpersonal and leadership skills
- Excellent written, oral and presentation skills
- Excellent judgment, decision-making and problem-solving skills
- Excellent planning and coordinating skills.
- Ability to work effectively in a team.
- Good knowledge of Environmental and sustainable development issues.
- Broad understanding of the techniques of public relations, communications or related fields.
- Strong editing skills
- Strong communications, research and analytical skills and ability to rapidly analyze and integrate diverse information from varied sources
- Working knowledge of relevant computer applications and systems.
- Up to date on industry trends and able to stay ahead of the curve
- Excellent organizational and project management skills and ability to meet deadlines

Minimum Required Education and Experience

- Degree in communication, education or equivalent specialisation.
- Training in supervisory management
- Five years working experience in communication and/or public relations and/or environmental education with at least three years at the supervisory level