



NATIONAL ENVIRONMENT AND PLANNING AGENCY

JOB DESCRIPTION AND SPECIFICATION

JOB TITLE:	Public Education & Community Outreach Officer
JOB GRADE:	6
POST NUMBER:	
DIVISION:	Corporate Management
BRANCH:	Public Education & Corporate Communication
REPORTS TO:	Senior Public Education & Community Outreach Officer
MANAGES:	n/a

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 Government of Jamaica's 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 property, security, transport and maintenance management; office services management; and records management services.

Public Procurement Branch: provides procurement management services and administers procurements.

Job Purpose:

The Public Education & Community Outreach Officer plans and executes public education and community relations programmes to inform and educate stakeholder groups and/or the public on environmental management matters within the Agency's mandate.

Key Outputs:

- Public education resource materials
- Website/ social media/newsletter content
- Programme deliverables
- Programme specific informational materials
- Reports

Key Responsibility Areas:

A. Technical/ Professional Responsibilities

1. Participates in the development of the annual public education programme as well as the tools and resources to facilitate programme implementation.
2. Works with assigned Division/Branches to:
 - Plan and organize pre-programme activities to assess the information needs of stakeholder groups.
 - Coordinate and conduct public consultations
 - Coordinate, and conduct information/educational interventions to support special programmes/projects for select stakeholder groups.

- Develop general informational resource materials for the Division/Branch.
- 3. Plans and delivers presentations/workshops/seminars to stakeholders and interest groups (e.g. educational institutions, community groups) as required.
- 4. Participates in conducting and analyzing effectiveness/impact assessments of public education initiatives/programmes conducted by the Branch.
- 5. Prepares content for the website, social media platforms, newsletter and documentation center.
- 6. Develops and produces informational material for dissemination to the public; coordinates distribution using appropriate medium.
- 7. Participates in coordinating and executing special calendar events hosted by the Agency.
- 8. Prepares and submits reports on assigned programme activities as required.
- 9. Attends meetings on behalf of the Branch as requested.

B. Other Responsibilities

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

Performance Standards:

- Established personal targets are consistently met
- Reports are accurate and on time
- Divisions/Branches are satisfied with the quality of service and assistance provided.
- Confidentiality and integrity are maintained in the execution of duties.
- Good coordination and effective working relations exist with other Divisions/Units and external associates

Internal and External Contacts:

(i) Internal

Contact (Title)	Purpose of contact
Staff in assigned Division/Branch	Collaborate on design and implementation of programmes
Staff in Documentation Center	Receive assistance with sourcing information

Graphic Artist	Collaborate on creation of materials etc
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(ii) External Contact (required for the achievement of the position's objectives)

Contact (Title)	Purpose of Contact
Media houses	Provide information
Project/programme stakeholders	Conduct training and other public education interventions, provide information

Working Conditions

- Typical Office environment
- Occasional exposure to unhealthy/unsafe environment from site/community visits

Required Competencies

- Excellent Interpersonal Skills
- Excellent Written, verbal and presentation skills
- Good judgment, decision making and problem solving skills
- Good planning and coordinating skills.
- Ability to work effectively in a team.
- Working knowledge of relevant computer applications and systems
- Knowledge of environmental, spatial planning and developmental issues

Minimum Required Education and Experience

- Undergraduate Degree in Education, Communication, a Social Science or related major from a recognized tertiary educational institution
- **Two (2)** years working experience in the field of Education, Media, Communication, Behaviour Change or a related field
- Training in the delivery of educational curriculum would be an asset
- Training in events or project management would be an asset