



# Jamaica Information Service

## CAREER OPPORTUNITY

The Jamaica Information Service (JIS), An Executive Agency, invites applications from suitably qualified professionals for the following position:

### PUBLIC RELATIONS (PR) EXECUTIVE

#### Job Scope:

Reporting to the Manager – Public Relations, the PR Executive is responsible for developing and executing communication programmes on behalf of Ministries, Departments, and Agencies (MDAs) of the Government of Jamaica as well as creating, organizing, implementing and monitoring Public Relations and Communications initiatives for the JIS. The incumbent is also responsible for promoting the Agency's policies, programmes, services, and activities to enrich its image.

#### Core Functions:

- Coordinate the Agency's response to the public education needs of Government MDAs to ensure the optimal use of the Agency's production facilities and media outlets.
- Establish and maintain proactive working relationships with assigned MDAs of the Government.
- Identify newsworthy projects, issues and events in the assigned MDAs and develop and execute public awareness activities in keeping with the strategic priorities of the Government and Vision 2030 National Development Plan.
- Develop innovative PR and Communication techniques and strategies to enhance the JIS brand and effectively advertise the products and services of the Agency.
- Write and develop public relations programmes and projects.
- Provide support to JIS production departments and other communication personnel in Government by writing news releases, features, statements, reports, speeches, media advisories and radio scripts for news features.
- Lead business development activities and motivate team members to achieve department targets.

#### Qualifications and Experience:

- Bachelor's Degree in Mass Communication, Journalism, Public Relations or a related field
- Specialized training in Public Relations and Communication.
- Three (3) years' experience in a comparable working environment.
- Excellent interpersonal and people management skills
- Knowledge and understanding of the workings of Government, policy development and programme implementation.
- Highly developed public speaking, investigative and analytical reporting skills
- Ability to identify public relations material, write well and express complex issues in an easily understood and compelling manner.
- A strong sense of news and the ability to identify areas for public awareness focus.
- Excellent negotiating and problem-solving skills

**Applications should be forwarded no later than  
Tuesday, March 20, 2020 to the:**

**Director, Human Resources**

**Jamaica Information Service, 58a Half Way Tree Road,  
Kingston 10**

**Email address: [hrmanager@jis.gov.jm](mailto:hrmanager@jis.gov.jm)**

**We thank all applicants for their expressions of interest;  
however, only shortlisted candidates will be contacted.**