

Government of Grenada

Job Description

Job Title:	Communications Director/Deputy Director, GIS	Job Code:	
Ministry/Department:	Ministry of National Security, Home Affairs, Public Administration, Information and Disaster management	Division:	GIS- Government Information Service of Grenada
Grade		Unit:	
Supervision Received From:			
Director, GIS			
Supervision Given To: PR/Account Officers			
Job Purpose:			
<p>With accountability to the Director GIS, the incumbent is responsible for leading and guiding a team of PR/Account Managers with responsibility for a sub-set of Ministries, Department and Agencies and the Protective/Security Services. In addition, the Director of Communications owns a cluster of key accounts and acts as the key account manager for these clients and their projects. The Director leads, provides direction and coaches direct reports in the design of communication strategies, plans and programmes. They are accountable for ensuring that plans are consistent, adhere to GoG standards and are relevant, meaningful and engaging</p>			
Core Functions:			
<p>The GIS Communications team is responsible for collaborating with their account stakeholders to:</p> <ul style="list-style-type: none"> • Develop a joint communications plan which takes into account both GoG and Ministerial communication priorities • Ensuring communications are streamlined and impactful • Interfacing with and engagement of assigned MDAs to align on communications requirements and to design public education strategies, plans and programmes to highlight GoG policies and programmes for the population of Grenada • Provide expert communications advice and guidance on the production of potential features and programmes 			

- Gather insight into activities within Ministries which can be developed into broader GoG news, features and public education
- Develop briefs for content creation which are provided to the GIS production and programming team for development and execution
- Ensure that GoG brand guidelines and communications processes are adhered to • Train and coach colleagues in designing communication plans as appropriate.

Duties and Responsibilities: Management/Administrative Responsibilities

- Accountable to the Director of GIS for the development of consistent and coherent account plans which align with the overall GoG communications strategy and plan
- In addition to the management of their own accounts, guides direct reports in the engagement of assigned MDAs to understand communication priorities and to advise and align on implementation of communication plans and programmes
- Liaises with the production and news units in the Department to maintain synergy and alignment in the implementation of public education programmes on behalf of the MDAs
- Identifies stakeholder needs and designs and oversees implementation of relevant engagement strategies
- Develops the media strategy and guides implementation of media placements and distribution strategies
- Remains abreast of cutting-edge communication practices in use locally, regionally and internationally and applies best practices as appropriate
- Ensures the use of integrated and comprehensive communication approaches, with a focus on the use of new technologies
- Contributes to the organisation’s risk management processes, inclusive of contributing to the development of the Disaster Management Plan

Key Outputs

- Best practice communication strategies and plans designed and implemented
- The communications priorities of the GoG addressed
- Collaborative relationships formed with key stakeholders
- Informed and engaged stakeholders

Performance Indicators

- Current best practices and modern techniques in communication applied
- Effective stakeholder relations developed and maintained
- Design of impactful news and features which consistently and effectively disseminate information that will enhance public awareness, increase knowledge of policies and programmes of GoG and engage citizens in the operations of government

JOB SPECIFICATION

Qualification Requirements:

- Master's degree in communication studies or a related discipline

Experience

- At least five years' experience in Corporate Communications, preferably in the Public Sector

Core Competencies

- Excellent networking, engagement and people management skills
- Excellent research skills and analytical skills
- Excellent strategic planning and problem-solving skills
- Ability to multi-task in a fast-paced environment
- Excellent interpersonal and customer relations skills
- Ability to effectively express ideas, negotiate and appropriately organize and deliver information

Essential Contacts:

External Contacts:

CONTACT	PURPOSE OF COMMUNICATION
Office of the Prime Minister	<ul style="list-style-type: none"> • To receive information on the communication priorities of the GoG
Ministries/Departments/Agencies	<ul style="list-style-type: none"> • To collaborate on communication strategies and plans supporting their programme priorities
Media Representatives	<ul style="list-style-type: none"> • To disseminate information on GoG priorities

Internal Contacts:

CONTACT	PURPOSE OF COMMUNICATION
Director, GIS	<ul style="list-style-type: none"> • To receive advice, guidance and directives To share insights and recommendations
Senior Officer, Production and Programming	<ul style="list-style-type: none"> • To share information to influence, inform and align on the implementation of communications activities
Senior Officer, News	<ul style="list-style-type: none"> • To share information to influence, inform and align on the implementation of communications activities
Senior Production and Programming Officer	<ul style="list-style-type: none"> • To share information and collaborate on technical issues
PR/Account Managers	<ul style="list-style-type: none"> • To provide directives, leadership and coaching in the performance of their duties

Note

This job description is designed to give each public officer an explanation of the expected work. Job descriptions will be revised from time to time to reflect the changes that occur. As

Grenada's Public Service undergoes change and development, each officer is expected to co-operate with these changes and take a flexible approach to work. This list of key tasks should be seen as a guide to an officer's duties and not a complete list.