

HOUSING AGENCY OF JAMAICA LIMITED

JOB SPECIFICATIONS AND JOB DESCRIPTION

JOB TITLE: Manager, Corporate Communications and Public Relations
DEPARTMENT: Corporate Communications and Public Relations
DIVISION: Human Resource Management and Administration
POST NO: 350093
GRADE: C **BAND: 9** **POINT: 1st**

Job Purpose:

Under the direction of the Manager, the Manager, Corporate Communication and Public Relations is accountable for leading, managing, and overseeing the development, implementation, and evaluation of the Agency's communication and public relations strategies. This position is crucial in ensuring the Agency maintains a favourable public image, strengthens stakeholder relationships, and aligns communication initiatives with the Agency's broader goals and objectives. The Manager will be responsible for managing both internal and external communications, media relations, crisis communication, and reputation management to foster the success of the Agency. Additionally, the post is tasked with formulating and executing communication and public relations strategies that support the Agency's business objectives. This role includes overseeing all aspects of communication operations, managing the Agency's reputation, and cultivating strong relationships with the media and key stakeholders. The position requires both strategic leadership and hands-on management of daily communication activities.

Key Outputs:

Administrative Outputs:

- Develop and maintain communication policies, procedures, and guidelines that align with the Agency's goals.
- Manage the communications budget, ensuring all activities are within the set financial framework.
- Ensure the timely and accurate preparation of reports, presentations, and other communication-related documents for senior management.
- Monitor and report on the effectiveness of corporate communications and public relations campaigns and initiatives.

Operational Outputs:

- Oversee media relations, ensuring consistent and positive media coverage across all platforms.
- Manage crisis communication efforts, including media briefings, press releases, and spokesperson training.
- Coordinate and oversee the creation of internal communication materials, including newsletters, memos, and bulletins.
- Implement and monitor strategies to increase brand awareness, reputation, and visibility through various communication channels (digital, print, social media, etc.).
- Supervise the development of corporate content for public releases, speeches, presentations, and media engagements.

Strategic Outputs:

- Develop, lead, and implement strategic communication and public relations plans in line with organisational objectives.
- Established and maintained relationships with key stakeholders, including media, government agencies, industry influencers, and partners.
- Conduct regular assessments of market and media trends to proactively adjust communication strategies.
- Act as the Agency's spokesperson when required, managing public perception and positioning.

Key Responsibilities:

Strategic Responsibilities:

- **Develop and implement communication strategies:** Lead the creation and execution of comprehensive communication strategies that support the Agency's goals and objectives.
- **Brand Management:** Oversee the development and consistent application of the Agency's brand messaging, ensuring alignment across all communication channels.
- **Crisis Management and Reputation Management:** Anticipate, prepare for, and respond to potential crises, managing communication efforts to protect the Agency's reputation.
- **Stakeholder Relations:** Build and nurture relationships with key stakeholders, including the media, government agencies, industry influencers, and internal stakeholders.
- **Strategic Planning:** Collaborate with senior leadership to integrate communication strategies into the broader business strategy, ensuring that all communication initiatives support business goals.

Operational Responsibilities:

- **Media Relations:** Oversee media outreach and handle inquiries from journalists, ensuring positive and accurate coverage. Served as the primary spokesperson for the Agency when needed.
- **Content Creation:** Supervise the creation of communication materials such as press releases, speeches, media kits, social media content, and internal communications.
- **Campaign Management:** Manage and oversee the execution of PR campaigns, ensuring they align with strategic goals and achieve measurable results.
- **Digital Communications:** Guide the development and execution of the Agency's digital communication strategies across social media platforms, the website, and email marketing.
- **Event Coordination:** Oversee the planning and execution of Agency events, press conferences, and media briefings, ensuring consistent messaging and positive public engagement.

Technical Responsibilities:

- **Media Monitoring:** Utilise media monitoring tools to track media coverage, public sentiment, and emerging trends that could impact the Agency's reputation.
- **Analytics and Reporting:** Analyse communication campaign effectiveness through data and provide regular reports to senior management. Recommend adjustments based on performance metrics.
- **Internal Communications:** Develop and implement internal communication strategies to engage employees, ensure transparency, and foster a positive organisational culture.
- **Social Media Management:** Oversee social media engagement and manage a team responsible for creating and publishing social media content that supports the Agency's communication goals.

Administrative Responsibilities:

- **Team Leadership and Development:** Manage the Corporate Communications and Public Relations team, providing guidance, feedback, and training to ensure high performance.
- **Budget Management:** Oversee the department's budget, ensuring effective allocation of resources for PR campaigns, events, media partnerships, and other communication activities.
- **Compliance and Policy Development:** Ensure that all communications comply with industry standards, legal requirements, and internal policies.
- **Report and Document Preparation:** Prepare regular reports and presentations on communication efforts, campaign outcomes, and recommendations for senior management and board meetings.
- **Collaboration with Other Departments:** Work cross-functionally with marketing, HR, legal, and other departments to ensure consistent messaging and alignment on key initiatives.

Required Knowledge, Skills, and Competencies:

- **Leadership and Team Management:** Ability to lead, mentor, and develop a diverse communications team.
- **Strategic Thinking:** Strong ability to think strategically and align communication initiatives with broader organisational goals.
- **Communication Expertise:** Outstanding written, verbal, and presentation skills with the ability to craft compelling messages for various audiences.
- **Crisis Management:** Expertise in managing complex, high-pressure situations and protecting the Agency's reputation.
- **Stakeholder Engagement:** Skilled in building and maintaining relationships with internal and external stakeholders, including the media, influencers, and government officials.
- **Digital and Social Media Proficiency:** In-depth knowledge of digital communications strategies and social media platforms.
- **Analytical Thinking:** Strong analytical skills to assess communication strategies and campaign performance.

Core Competencies:

- **Leadership and Management:** Strong leadership skills with the ability to manage a diverse team and coordinate multiple projects effectively.
- **Communication and Interpersonal Skills:** Excellent verbal and written communication skills, with the ability to build relationships at all organisational levels.
- **Crisis Management:** Expertise in managing sensitive and high-pressure situations professionally and tactfully.
- **Strategic Thinking:** Ability to develop, execute, and measure strategic communications initiatives.
- **Stakeholder Engagement:** Strong interpersonal skills to engage with key stakeholders, both internal and external.
- **Problem-Solving:** Innovative thinker with the ability to troubleshoot issues and find solutions under tight deadlines.
- **Collaboration:** Ability to work collaboratively across different departments to achieve shared organisational objectives.

Technical Competencies:

- Expertise in media relations and crisis communication strategies.
- Advanced understanding of digital communications, social media platforms, and analytics.
- Proficient in public relations software, media monitoring tools, and content management systems.
- In-depth knowledge of corporate branding, reputation management, and messaging strategies.

Minimum Required Qualification and Experience:

- A Bachelor's Degree in Communications, Public Relations, Journalism, Social Marketing, or a related field.
- Master's Degree in a relevant field (preferred).
- A minimum of (5) years' experience in corporate communications, public relations, or a related field, preferably within the construction, housing, or infrastructure sectors.
- At least five (3) years in a senior leadership role with proven experience in managing communication teams.
- Experience in media relations, crisis management, and brand positioning.
- Proven track record in managing public relations campaigns, community development projects, and crisis communication.
- Ability to work outside of normal business hours in the event of a media crisis or urgent communication needs.
- Flexibility to adapt to a fast-paced, dynamic work environment.
- Familiarity with various communication platforms and emerging digital media trends.

Special Conditions Associated with the Job:

- Holder of a valid General Driver's License
- Occasional travel may be required for media engagements, stakeholder meetings, or corporate events.
- The role may involve occasional work outside of regular business hours, particularly in crisis communication situations.
- Must be adaptable to working in a fast-paced, dynamic environment with evolving business needs.
- Required to work on weekends (where designated).
- Ability to handle confidential information with discretion and professionalism.

Effort – Physical Demand

- Extensive travelling required
- Normal physical demand required
- Exposure to dust, noise and varying weather conditions

Effort – Mental Demand

- To resolve operational, technical, strategic and organisational challenges
- To keep abreast of changes/challenges within the industry and the associated requirements aligned with the department's operations.
- To meet strategic objectives
- To meet reporting deadlines

Working Conditions

- Sixty per cent (60%) of the time is spent in the office and internal meetings
- Forty per cent (40%) of the time spent travelling locally and abroad, including external meetings, etc.

Equipment Usage:

- Network Computer and/or Agency Laptop
- Telephone Devices (desktop and mobile)
- Printers, Scanners, Copiers, etc.
- Projector and Multimedia
- Binding and Laminating Machines
- External Drives

Reporting Relationship:

Reports to: Senior Manager, Human Resource Management and Administration

Nature of Supervision Received:

- The Manager Corporate Communications and Public Relations reports directly to the Senior Manager Human Resource Management and Administration, receiving strategic guidance and oversight on key communication goals.
- The Senior Manager provides input on high-level corporate objectives and ensures alignment with the Agency's overall business strategy.
- Regular meetings and performance reviews will be conducted to track progress and adjust strategies as necessary.

Direct Supervision is given to:

- Corporate Communications and Public Relations Officer
- Corporate Communications and Public Relations Assistant

Nature of Supervision Given:

- The Manager is responsible for leading and managing the Corporate Communications and Public Relations Officer and Assistant, ensuring effective communication and project delivery.
- Provides mentorship, guidance, and support to team members while maintaining a collaborative and high-performing environment.
- Regularly assess the performance of the communications team, providing feedback and professional development opportunities.

Liaises internally with:

- All members of staff
- Members of the Board of Directors
- External – Security Officers
- External – Janitorial Staff

Liaises externally with:

- Government Ministries, Departments, Executive Agencies, Self-Financing, Public Bodies, and Bureaus.
- Clients

Authority:

This position has authority, within the boundaries of the HAJL's and the government's respective policies and procedures, to:

- The Manager has the authority to recommend decisions on media engagement, crisis communications, and public messaging.
- Create and recommend authority for external communication materials and media relations strategies.
- Ability to liaise with senior leadership and external stakeholders to advocate for and execute communication strategies.

Performance Standards:

Performance is deemed satisfactory by the extent to which the following key outputs meet the established standards:-

Strategic Communication Effectiveness

- **Goal Alignment:** The Senior Manager is expected to consistently align communication strategies with the Agency's overall goals and objectives, ensuring that key messages support the company's vision, mission, and values.
- **Strategic Planning:** Demonstrates a clear understanding and execution of long-term communication strategies that enhance brand positioning and reputation.
- **Stakeholder Engagement:** Effectively engages key stakeholders (internal and external), including the media, clients, partners, and regulatory bodies, ensuring consistent, positive interactions.

Media Relations and Public Perception Management

- **Media Coverage:** Effectively secures positive media coverage for the Agency across various platforms.
- **Crisis Management:** Demonstrates proactive and effective management of crisis communications, mitigating reputational risks.
- **Brand Reputation:** Successfully maintains and enhances the Agency's public image and reputation across media and public platforms.

Leadership and Team Management

- **Team Development:** Provides clear leadership, guidance, and mentorship to the corporate communications and PR team, fostering a culture of collaboration, accountability, and growth.
- **Performance Management:** Sets clear performance goals for team members, ensuring continuous development and the achievement of individual and team objectives.

- **Resource Allocation:** Efficiently manages department resources (personnel, budget, tools) to optimise productivity and impact.

Communication Quality and Consistency

- **Content Creation:** Oversees the creation of high-quality communication materials that are consistent with the Agency's brand and messaging.
- **Consistency Across Channels:** Ensures uniformity of messaging across all communication channels (press releases, social media, internal communications, etc.).
- **Message Clarity:** Ensures all communication materials are clear, accurate, and aligned with the Agency's goals.

Digital and Social Media Engagement

- **Digital Strategy:** Develops and implements a robust digital communication strategy that effectively utilises social media, websites, and other digital platforms.
- **Audience Engagement:** Ensures high levels of engagement with online communities, fostering positive interactions and feedback on digital platforms.
- **Social Media Metrics:** Tracks and analyses social media metrics to adjust strategies and improve engagement.

Crisis and Reputation Management

- **Crisis Communication Planning:** Proactively develops and refines crisis communication plans to address potential issues that could impact the company's reputation.
- **Issue Resolution:** Demonstrates a calm and professional response to crises, effectively managing messaging to minimise damage to the company's reputation.
- **Risk Mitigation:** Identifies potential communication risks and works to mitigate them before they escalate.

Budget and Resource Management

- **Budget Oversight:** Manages the Communications and PR budget, ensuring resources are allocated effectively to achieve strategic goals.
- **Cost Efficiency:** Demonstrates cost-effective use of resources without compromising the quality of communication initiatives.

Innovation and Adaptability

- **Innovation in Communication:** Demonstrates creativity and innovation in communication strategies, utilising new tools, platforms, and trends.
- **Adaptability to Change:** Adjusts strategies and approaches in response to changing market conditions, organisational priorities, and technological advancements.

Performance Metrics and Reporting

- **KPI Setting:** Establishes and tracks key performance indicators (KPIs) to measure the success of communication strategies.
- **Reporting:** Regularly reports on the effectiveness of communication initiatives to senior management, providing insights and recommendations for improvement.

Legal and Ethical Compliance

- **Regulatory Compliance:** Ensures all communication activities comply with relevant laws, regulations, and ethical standards.
- **Internal Policies:** Ensures adherence to company policies regarding corporate communication and PR practices.

Company Declarations:

Please note that the Housing Agency of Jamaica Limited Executive Management reserves the right to revise and amend the Job Description when necessary to accommodate the needs of the business.

**THIS DOCUMENT IS INTENDED TO BE A GUIDE IN TERMS OF MAJOR OUTCOMES/ACCOUNTABILITY OF THE
PORTFOLIO SIGNIFIED ABOVE**

Document Validation :

Employee's Signature

Date

Senior Manager,
HRM and Administration

Date

HR Representative

Date