



Job Opportunity

Government of Grenada

Ministry of Finance

Job Title: Chief Communications Officer

The Ministry of Finance invites applications from suitably qualified individuals for the position of **Chief Communications Officer**. The **Chief Communications Officer** will lead the Ministry's Corporate Communications Unit and will develop and implement internal and external communication strategies for the Ministry to ensure that unified, consistent, and positive messages define and promote the Ministry's identity and mission.

Main duties and responsibilities:

- 1. Manage the corporate image of the Ministry of Finance through timely and accurate communication of programs, plans, initiatives and other activities both internally and externally, and across a wide range of media platforms.**
 - a) Design, organise and implement a creative and effective Communications Strategy including content management for the Ministry's website ensuring that it is adequately integrated into the Ministry's operations.
 - b) Prepare/review briefs, media releases, advertisements, and presentations as well as speeches to be delivered by the Minister and the Permanent Secretary.
 - c) Provide strategic advice to members of the Ministry's senior management team, division heads and other relevant Ministry personnel to build and protect the corporate brand name and image.
 - d) Direct the conduct of research activities to evaluate the effectiveness and efficiency of Corporate Communications and client service provided and recommend necessary changes.
 - e) Oversee the management of the Ministry's social media presence, including content creation, community management, and monitoring of social media channels.
 - f) Represent the Ministry in a variety of settings, as required.

- 2. Manage the operations of the Corporate Communications Unit with direct responsibility for its personnel, budget, materials and equipment.**
 - a) Plan, organise, direct and coordinate the work of staff engaged in the provision of Corporate Communications services in the Ministry.

- b) Formulate policies, procedures, systems and guidelines that support the Corporate Communications function in the Ministry and ensure compliance.
- c) Facilitate workforce effectiveness by setting the standard for monitoring the performance of staff supervised.
- d) Conduct performance reviews/appraisals of staff of the Corporate Communications Unit in accordance with the performance management system for the Public Service.
- e) Regularly assess the training and development needs of staff and make recommendations to management for provision of appropriate professional development opportunities.
- f) Direct and participate in the preparation of the budgetary estimates of the Corporate Communications Unit and ensure that expenditure is in accordance with financial guidelines.

3. Build and maintain relationships with various media entities to ensure proactive and positive media coverage of the Ministry's activities and to minimize negative media reports.

- a) Spearhead the development and implementation of the Ministry's media relations strategy.
- b) Oversee the development of media plans, press releases, Q&As, media focused briefings and key messages for the Ministry in relation to specific announcements.
- c) Analyse media developments and advise on how best to proactively engage with the media to achieve Ministry and Government objectives in the short, medium and long term.
- d) Serve as liaison between the Ministry and the media and act as the spokesperson for the Ministry as appropriate.

Required Qualifications and experience:

- Master's degree in communications or a related field from an accredited institution
- Relevant professional qualifications from a professional certifying body are an asset
- Post-graduate diploma in Management, OR
- At least five (5) years' experience in a middle management position
- At least five (5) years' experience in the communications/public relations field

Specific Knowledge and skills:

- Extensive knowledge of marketing, public relations, advertising, promotion, social media and other marketing communication methods.

- Extensive knowledge of current theories and practices in communication research, planning and strategy, and the role of mass media.
- Proficiency in the use of Microsoft Office Suite desktop publishing and communications technologies such as web applications, design/illustration software and/or databases.
- Skill in writing and editing, including a strong command of English.
- Skill in conducting research and in conceptual and analytical thinking.
- Ability to problem solve and work independently in a changing and multitasking environment with numerous deadlines.
- Ability to establish and maintain effective working relationships with internal/external partners.
- Excellent oral, written and interpersonal skills.

SALARY

Salary commensurate with qualifications and experience

Interested professionals who meet or exceed the requirements are invited to submit their application by email only to: hr@mof.gov.gd no later than November 8, 2024.

Only shortlisted applicants will be contacted.