



Government of the Republic of Trinidad and Tobago

MINISTRY OF FINANCE

Customs and Excise Division

Notice of Vacancy

Applications are invited from suitably qualified persons for the standardised positions of: one (1) Manager Corporate Communications, for employment, on contract, for a period of three (3) years in the Customs and Excise Division, Ministry of Finance.

The Corporate Communications Unit is pivotal to the mandate and modernisation efforts of the Division as it strives towards its core values of integrity, accountability and transparency in undertaking its responsibility as a law enforcement agency.

MANAGER – CORPORATE COMMUNICATIONS

JOB SUMMARY:

This incumbent is required to develop, implement, direct and evaluate the Division's marketing and communications strategies and programmes including public relations, media relations, web site content and the Division's identity/image programme. Duties include planning, organising, directing and coordinating the work of staff engaged in the performance of related activities. Duties also include using communications as a vital component of the overall change management programme in support of the Division's initiatives amongst internal stakeholders and to inform clients, employees and the general public of initiatives and policies of government and of the Division.

KEY RESPONSIBILITIES:

- Plans, organizes, directs and coordinates the work of staff engaged in the provision of Corporate Communications services in a Division;
- Designs, organizes and implements a creative and effective Communications Strategy including content management for the Division's website ensuring that it is adequately integrated into the Division's Operations;
- Prepares the more complex and sensitive briefs, media releases, advertisements and presentations; reviews speeches to be delivered by the Head of Division;
- Prepares the more complex Cabinet/ Ministerial Notes, internal notes and other documents;

- Spearheads the development and implementation of media relations strategy to ensure proactive and positive media coverage of the Division's activities and to minimize negative media reports;
- Facilitates workforce effectiveness by setting the standard for monitoring the performance of staff supervised;
- Directs and participates in the preparation of the budgetary estimates of the Corporate Communications Unit and ensures that expenditure is in accordance with financial guidelines;
- Provides strategic advice to members of the Division's executive and senior management teams, business unit managers and client sector leaders to build and protect the corporate brand name and image;
- Defines and manages all aspects of strategic communications: brand management, reputation management and relationship management for the Division;
- Directs the conduct of research activities to evaluate the effectiveness and efficiency of the Corporate Communications and client service provided and recommends necessary changes;
- Prepares the required inputs for the Division's Annual Report and other reports required by other agencies;
- Formulates policies, procedures, systems and guidelines that support the Corporate Communications function in the Division and ensures compliance;
- Oversees the budgeting, planning, direction, coordination, implementation and evaluation of major events and programmes in the Division and ensures successful execution;
- Directs and co-ordinates staff engaged in the performance of protocol duties for the Division in accordance with established standards to ensure appropriate etiquette is used in interactions with individuals such as dignitaries and officials;
- Advises on the development and implementation of corporate advertising strategies, programmes and action plans adopted by the Division;
- Develops and trains staff supervised in the creation and implementation of Crisis and Issues Communication Plans;
- Participates in the procurement of consultants for communications and research services by defining the research problem, determining research methodologies and sources, advising on questionnaires and discussion guides and reviewing reports and recommendations;
- Manages the work activities of consultants providing communications and research services;
- Contributes to the development of providing oversight for customer relationships by maintaining constant dialogue, monitoring evolving needs, monitoring client care audits/ quality indicators/ client surveys, and developing early dissatisfaction detection mechanisms;
- Directs and coordinates the process for monitoring national, regional and international news and provides the executive with media summaries as detailed in the schedule.
- Perform other related duties as required;

KNOWLEDGE, SKILLS AND ABILITIES:

- Extensive knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioral sciences;
- Extensive knowledge of marketing, public relations, advertising, promotion and other marketing communication methods;
- Extensive knowledge of current theories and practices in communication research, planning and strategy, and the role of mass media;
- Knowledge of the Constitution of the Republic of Trinidad and Tobago;
- Extensive knowledge of desktop publishing, new web and social media such as Facebook and Twitter;
- Considerable knowledge of the organisational structure of the Government of Trinidad and Tobago;
- Considerable knowledge of protocol procedures;
- Knowledge of Public Administration;
- Proficiency in the use of Microsoft Office Suite desktop publishing and communications technologies such as web applications, designs/ illustration software and/ or databases;
- Skill in the use of personal computers;
- Skill in writing and editing, including a strong command of English;
- Skill in conducting research and in conceptual and analytical thinking;
- Ability to use e-Government technology platforms;
- Ability to use the internet for research purposes;
- Ability to plan, organise, lead and co-ordinate the work of professional and other support staff performing corporate communications duties;
- Ability to develop effective and engaging branded events that will achieve Ministry/ Agency goals;
- 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;
- Ability to develop professional relationships in all aspects of the position that result in stable, consistent, reliable and courteous communications when dealing with other stakeholders;
- Excellent oral, written and interpersonal skills;

MINIMUM EXPERIENCE AND TRAINING:

- Minimum of eight (8) years' experience in the field of Corporate Communications or Public Relations or Media Relations and Advertising;
- Training as evidenced by a recognized University Degree in Communications Studies or a post graduate Diploma in a related field;

Submission of Applications

Applications including Curriculum Vitae, together with copies of relevant academic qualifications, two references and a certificate of good character are to be submitted by **Friday December 9th, 2016** to:

(Attention: Director, Human Resources)

The Permanent Secretary
Ministry of Finance
Level 7
Finance Building
Eric Williams Financial Complex
Independence Square
Port of Spain

Terms and Conditions of employment have been determined by the Chief Personnel Officer (Please refer to list on the 'Revised Salaries and other Terms and Conditions for approved positions in the Communications Category')

Unsuitable applicants will not be acknowledged.