



Government of the Republic of Trinidad and Tobago

**MINISTRY OF FINANCE**

## **OFFICE OF THE MINISTER OF FINANCE**

### **Notice of Vacancy**

The Permanent Secretary, Ministry of Finance, is seeking to employ, on contract, for a period of three (3) years, a suitably qualified person, to fill the following position in the Office of the Minister of Finance.

#### **SENIOR PRESS OFFICER - 1 Position PRESS UNIT**

#### **JOB SUMMARY:**

The incumbent is responsible for all media outreach and responses, using multiple communication channels on behalf of the Ministry of Finance. Duties include: answering Parliamentary Questions, liaising with the news media on print and public stories, creating awareness of initiatives of the Ministry of Finance and promoting a positive public image of the Ministry. Preparing speeches, correspondences, statements and articles for dissemination to the media and the Ministry's publics; monitoring trends in popularity of the government; determining strategies for enhancing its public image and representing the Ministry of Finance.

**REPORTS TO: Minister of Finance**

**SUPERVISION GIVEN TO: Business Operations Assistant II**

#### **DUTIES AND RESPONSIBILITIES:**

- Ensures that information disseminated to the public is precise and clearly presented;
- Develops and implements media, communications and public relations strategies for communicating and maintaining a positive image of the Ministry

of Finance, and of the government where necessary, on its initiatives, policies and service;

- Prepares and disseminates Press Releases on behalf of the Ministry of Finance, conducts Press Conferences, as required;
- Provides advice to the Minister on communication issues and media strategies;
- Writes and/or edits Press Releases, statements, letters, articles, for print and web-based publications, speeches and marketing materials and maintain general oversight of communication material emanating from the Ministry of Finance;
- Coordinates and/or develops all communication materials for and on behalf of the Minister of Finance before all media briefings and appearances;
- Evaluates current events and media reports to assess impact on the public image of the Ministry of Finance;
- Provides support, as required in establishing Crisis Communication plans and strategies to address any negative publicity in a timely manner;
- Undertakes research and scenario assessments in order to prepare the Minister of Finance and other officials, for any required situation, in the conduct of press interviews;
- Establishes and maintains contact with representatives of television, radio, newspaper and magazines, records enquires on specific matters and provides information on programmes, policies and services;

### **KNOWLEDGE:**

- Extensive knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media;
- Extensive knowledge of media issues, social marketing theories and practice, communication strategies and implementation and behaviour science;
- Extensive knowledge of marketing, public relations, advertising, promotion and other marketing communication methods;
- Extensive knowledge of media production and information dissemination;
- Considerable knowledge of the government, economics, current issues and public policy;
- Considerable knowledge of protocol procedures;
- Knowledge of photo editing and desktop publishing software.

## **SKILLS AND ABILITIES:**

- Ability to use e-government technology platforms;
- Ability to analyse data and trends;
- Ability to exercise discretion and independent judgement in the representation of Government's position on policy issues;
- Ability to manage multiple projects in highly pressurised environments;
- Ability to critically analyse issues and offer innovative solutions;
- Ability to negotiate, motivate and effectively handle conflict and to influence strategic directions;
- Ability to observe and maintain professionalism, integrity and confidentiality in the performance of duties;
- Ability to communicate effectively both orally and writing; and to prepare comprehensive reports, policies briefs and other documents;
- Ability to establish and maintain effective working relationship with associates other public service employees and members of the public.

## **EXPERIENCE AND TRAINING:**

- Minimum of eight (8) years' proven experience in Public Relations, Journalism or Advertising, including two (2) years' in an administrative, supervisory or consultative capacity;
- Training as evidenced by the possession of a Bachelor's Degree in Journalism, Public Relations, Political Science or a closely related field.

## **SUBMISSION OF APPLICATIONS**

A Covering letter including Curriculum Vitae, together with copies of relevant academic qualifications, two references and a certificate of good character (or evidence of having applied for same) are to be submitted by hand no later than **Friday 25<sup>th</sup> August, 2017** to:

**The Permanent Secretary  
Ministry of Finance  
Attention: Director of Human Resources  
Level 7, Finance Building  
Eric Williams Financial Complex  
Independence Square, Port of Spain**

The Ministry of Finance thanks all applicants for their interest, however only those under consideration will be contacted.