



## Office of the Services Commissions

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### **CIRCULAR No. 96** **OSC Ref. C. 6210/S5<sup>20</sup>**

4<sup>th</sup> March, 2025

Permanent Secretaries, Heads of Department and Chief Executive Officers are asked to invite applications from suitably qualified officers in their Ministries/Departments/Agencies to fill the vacant post of **Web and Digital Content Specialist (MCG/IE 4)** in the **Corporate Services Division, Public Relations and Communications Branch, Ministry of Foreign Affairs and Foreign Trade**, salary range \$4,266,270 - \$5,737,658 per annum.

#### **Job Purpose**

Under the general direction of the Public Relations and Communications Manager, the Web and Digital Content Specialist will have delegated responsibility for:

- Developing and executing social media strategies and tactics in alignment with the Ministry's mandate;
- Creating and publishing engaging content for the Ministry's website, as well as social media platforms to include Facebook, X (formerly known as Twitter), Instagram, YouTube and TikTok;
- Utilising analytics/metrics to grow audience engagement and assess website traffic;
- Improving brand recognition while raising awareness about the initiatives and activities undertaken by the Ministry.

#### **Key Responsibilities**

##### ***Technical/Professional:***

- Develops, implements and manages the Ministry's social media strategies;
- Plans, creates, publishes and shares new content (including original text, static and motion graphics) on a daily basis, that builds meaningful audience connections, increases awareness and encourages public engagement;
- Remains current with digital media laws, the latest social media trends, best practices and technologies;
- Collaborates with web design, web development and customer service relations.

##### ***Media Relations:***

- Drafts press releases and messages to be posted on social media and responds to media enquiries and information requests.

##### ***Public Education:***

- Monitors media reports and local and overseas developments to determine follow-up action and interventions necessary on social media;
- Provides technical support/coverage for sessions, workshops and seminars, with Diaspora groups, Public and Private Sector organizations, educational institutions, and other interest groups;

#### **Required Knowledge, Skills and Competencies**

##### ***Core:***

- Good working knowledge of Jamaica's political, social, economic and business environment;
- Excellent time management and organizational skills;
- Excellent oral and written communication skills;
- Ability to exercise sound judgement in complex or difficult situations.

##### ***Technical:***

- Sound knowledge of government communication policies and protocols;
- Excellent research and analytical skills;
- Sound knowledge of online marketing channels, research methods and data analysis;
- Proficiency in the use of Adobe Creative Suite, Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, and Publisher) and other editing software for static and motion graphics for social media.

**Minimum Required Qualification and Experience**

- Bachelor's Degree in Public Relations/Communication/Mass Communication;
- Training in Supervisory Management;
- Two (2) years professional experience in Journalism, Communications or Public Relations/Public Education. Experience in the field of electronic media or public relations would be a distinct advantage.

**Special Condition Associated with the Job:**

- May be required to work on weekends and public holidays occasionally.

Applications accompanied by résumés should be submitted **no later than Tuesday, 18<sup>th</sup> March, 2025 to:**

**Senior Director,  
Human Resource Management and Development  
Ministry of Foreign Affairs and Foreign Trade  
2 Port Royal Street  
Kingston**

Email: [recruitment@mfaft.gov.jm](mailto:recruitment@mfaft.gov.jm)

Please note that only shortlisted applicants will be contacted.

**Please ensure that a copy of this circular is placed at a strategic position on the Notice Board of the Ministry/Department/Agency and brought to the attention of all eligible officers.**



**Desreen Smith (Mrs.)  
for Chief Personnel Officer**