

## JOB DESCRIPTION

Entity: Jamaica Anti-Doping Commission

<b>JOB TITLE:</b> Public Relations and Education Officer
<b>JOB GRADE:</b> MCG/IE4
<b>POST NUMBER:</b> 280247
<b>DEPARTMENT:</b> Education and Communication
<b>REPORTS TO:</b> Director, Communication and Education
<b>MANAGES:</b>

This document will be used as a management tool and specifically will enable the classification of positions and the evaluation of the performance of the post incumbent.

This document is validated as an accurate and true description of the job as signified below:

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Manager/Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Head of Department/Division

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date received in Human Resource Division

\_\_\_\_\_  
Date Created/revised

### **Job Purpose:**

Under the general direction of the Director, Communication and Education, the Public Relations and Education Officer has responsibility for the creation and management of content for radio, television, workshops and print media. The incumbent also assists with the drafting of letters, press releases, proposals, reports, speeches, brochures and other communication materials.

### **Key Outputs:**

- Anti-Doping education workshops and other public education activities with target audience.
- Speeches and other presentations.
- Workshop content.
- Letters, press releases, proposals, reports and other correspondence.
- Monthly radio and quarterly television programmes, advertisements and other elements for broadcast.
- Brochures, leaflets and other communication material.

### **Key Responsibility Areas:**

- Participates in planning meetings with broader team and contributes ideas to the overall strategy, planning, and execution of public relations, social media and related marketing and communications plans to promote anti-doping.
- Collaborates with producers to generate original ideas for programmes, series and films.
- Writes and develops scripts to meet the organisations communication and public education requirements.
- Voices television and radio scripts.
- Prepares and supervises the production of broadcast content.
- Promotes, plans, implements and monitors information and educational programmes on dope-free sport for the society as a whole.
- Assists with the planning, organising and implementation of events including press conferences, exhibitions, workshops and seminars.
- Delivers presentations at workshops to athletes, Sporting Federations, Sporting Clubs, Professional Groups and to all other appropriate audiences.
- Acts as Master of Ceremonies at workshops.
- Provides feedback following each workshop to the Director of Communication and Education.
- Generates and researches ideas for programmes.
- Develops content, writing material for scripts, bulletins and links and sources potential contributors and interviewees.

- Selects audio-visual content appropriate to the programme, the audience and the station.
- Produces pre-production briefings for presenters, reporters, technical staff and other contributors.
- Manages the logistics of people, resources, location and equipment.
- Undertakes editing, interviewing and reporting duties as necessary.
- Designs, writes and/or produces presentations, press releases, articles, leaflets, 'in-house' materials, reports, publicity brochures and promotional videos.
- Presents programmes or manages presenters for recorded output.
- Prepares and supervises the production of broadcast content.
- Assists with the development and production of education and outreach material (brochures, newsletter, booklets, etc.) that are relevant and appealing to the Commission's stakeholders.
- Develops and maintains good working relationships with the media.
- Any other duties related to the operations of the JADCO, as required.

### **Internal and External Contacts**

- Athletes and their support personnel to organise education outreach programmes.
- Secondary and tertiary institutions to organise education outreach programmes.
- National sporting federations and associations to organise education outreach programmes.
- Media, to publicise the Commission's initiatives and activities.
- Suppliers, to procure goods and services.

### **Special conditions associated with the job:**

- Island wide travel.
- Working on weekends.
- Working extended hours during the course of the week.

### **Required Competencies:**

- Awareness of the media landscape.
- Ability to write and voice scripts.
- Ability to act as Masters of Ceremonies at events.
- Excellent interpersonal skills.
- Sound judgment and integrity.
- Research capability and ability to create and edit written material.
- Team player with the ability to work on own initiative.
- Ability to manage multiple projects/tasks.
- Detail oriented; highly organised; works well under tight deadlines.
- Ability to both work independently and be part of a fast-paced team.
- Well developed time management and problem solving skills.
- Proven ability to work under pressure, prioritise and execute.
- Sound command of the English Language and the ability to communicate effectively, both orally and in writing.

### **Minimum Required Education and Experience**

- First degree in Media and Communication, Digital Media Communication, Public Relations or related discipline from a recognised tertiary institution.
- Minimum of three (3) years' experience in Public Relations.
- Certification in Voice and Speech is an asset.
- At least one (1) year experience in pre and post-production within the media landscape.