

## **SOUTHERN REGIONAL HEALTH AUTHORITY**

**Compassion | Accountability | Respect | Efficiency**  
3 Brumalia Road, Mandeville, Manchester, Jamaica WI  
Tel: (876) 625-0612-3 / 962-9491 / 962-8232  
Website: [www.srha.gov.jm](http://www.srha.gov.jm)

The Southern Regional Health Authority (SRHA), a Statutory Body under the Ministry of Health & Wellness responsible for the management and operation of Public Health Services within the Parishes of Clarendon, Manchester and St. Elizabeth, invites applications from suitably qualified persons for the following position in the **Regional Office**:

**PUBLIC RELATIONS OFFICER (MCG/IE 4) - (NOT VACANT)**  
(salary range \$1,601,259 - \$1,903,394 per annum and any applicable allowances)

Under the general supervision of the Regional Director, the Public Relations Officer is responsible for all advocacy initiatives and representing SRHA with external audiences including funding agencies and donors. Reviewing all schedules and participation in coordinating all special events and exhibitions planned for the region with the objective of garnering media coverage.

### **Minimum Required Qualifications and Experience**

The ideal candidate must possess:

- First Degree in Mass Communication or equivalent
- Minimum of two (2) years working experience in Public Relations/ Communications or the Media.

### **Would be a Distinct Advantage:**

- Post Graduate Certification in Public Sector Management, Political Science, Project Management, Programme Management, Business Administration or health related discipline.

### **Required Knowledge, Skills and Specialized Techniques**

- Excellent interpersonal and human relations skills
- Excellent media relations skills
- Highly developed research and analytical skills
- A high degree of initiative
- Excellent oral and written communication skills. Ability to draft press releases, statements and briefs.
- Experience in managing complex projects and deadlines involving different partners.
- Computer based proficiency including web based applications.
- Ability to exercise sound judgement in difficult situations.
- Excellent time management skills

### **Key Responsibilities will include:**

- Preparation of press releases on note worthy events/achievements and seek publication from media houses.
- Participating actively in task forces and committees' established within the region to ensure that opportunities are maximized as it relates to Public Relations.
- Coordinating public relations activities such as press conferences and media briefings
- Ensuring the right protocol is adhered to for formal functions and print
- Coordinating in collaboration with the relevant Divisional Directors and Facility Heads on the ongoing development of key communication tools including SRHA's Website.
- Developing and maintaining networking relationships with appropriate associates and colleagues by partnering with local and international organizations to gain information useful to achieving the regions communication goals.
- Collating and vetting of special and annual reports for submission to the Ministry of Health
- Establishing strong networking relationships with media houses to access timely placement of press releases and information.

- Collaborating with the respective Divisions, the planning and direction of special events and exhibitions as appropriate, to inform the public of health issues and programmes undertaken by the region. Ensures that stakeholder concerns are considered.
- Using a variety of methods including print, electronic and face-to-face communication to communicate the Ministry of Health's and the region's vision, mission, values, goals and activities to employees and to communicate appropriate information about external influences.
- Monitoring and updating the social media platforms of the Region.
- Produces a monthly newsletter for internal and external distribution.
- Monitors media reports and local and overseas developments to determine follow-up actions and interventions as is necessary.

Applications along with resume should be sent no later than **Friday, September 25, 2020**

to:

**Director, Human Resource Management & Industrial Relations  
Southern Regional Health Authority  
3 Brumalia Road  
Mandeville.**

E-Mail - [jobs@srha.gov.jm](mailto:jobs@srha.gov.jm)

**NB. ONLY SHORTLISTED APPLICANTS WILL BE ACKNOWLEDGED**