

## 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 & SOCIAL MEDIA OFFICER (MCG/IE 4 – Pay Band 8) – VACANT**  
(Salary range \$4,266,270 – \$5,737,658 per annum and the relevant applicable allowances)

Under the general direction of the Corporate Communications & Public Relations Manager, the Public Relations Officer will support the communications and public relations and digital presence of the Southern Regional Health Authority to increase the Authority's awareness. The incumbent will provide the necessary support services to the Corporate Communications & Public Relations Branch.

**Qualifications and Experience:**

- First Degree in Communications or related discipline  
Plus
- Minimum of two (2) years working experience in the Public Relations/ Communications or the Media

**Would be a Distinct Advantage**

- Training in Research Methodology
- Knowledge of State Protocol
- Training in Social Media Management

**Specific Knowledge, Skills & Competencies:**

**Technical**

- Public relations tools and strategies;
- Research methodology and information gathering;
- Communication tools and strategies;
- Government's communication policies and protocols
- Government and internal relations, agenda and civil, political and common trends;
- How to constructively work across different cultural and political contexts
- Proficiency in the use of relevant computer software and other computer applications.

**Core**

- Excellent oral and written communication skills
- Excellent presentation skills;
- Good research skills;
- Good analytical and critical thinking skills;
- Good time management, planning and organizing skills.
- Good skills in teamwork and cooperation;
- Attention to detail and accuracy;
- Ability to demonstrate a high level of initiative, professionalism and confidentiality;
- Managing External relationships

**Key responsibilities will include:**

**Technical/Professional**

- Preparing press releases on noteworthy events/achievements and seeking publication from media houses.
- Co-ordinating public relations activities such as press conferences and media briefings.
- Ensuring the right protocol is adhered to for formal functions.
- Collaborating with 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.
- Preparing routine and special reports and submitting to the Regional Director and the Ministry of Health & Wellness on a timely basis.

- Establishing strong networking relationships with media houses to access timely placement of press releases and information.
- Using a variety of methods including print, electronic and face-to-face communication to communicate the Ministry of Health and Wellness' and the region's vision, mission, values, goals and activities to employees and to communicate appropriate information about external influences.
- Attending functions within the region and making reports so as to keep employees abreast of events.
- Drafting speeches, messages for the Regional Director.
- Monitoring and updating the social media platforms of the Region.
- Producing a monthly newsletter for internal and external distribution.
- Responding to general inquiries and requests from the public in accordance with policies, procedures and protocols.
- Maintaining, creating and posting content for blogs, news, video and social media channels used by the SRHA.
- Representing the Southern Regional Health Authority at special events, Press Conferences and Interviews.
- Assisting the Human Resource Department, Health Promotion Units and other departments to communicate through graphics to internal and external stakeholders.
- Promoting social media within the region by educating staff on the importance of social media and its technology

Applications along with resume should be sent no later than **Friday, October 10, 2025** to:

Director, Human Resource Management & Development  
Southern Regional Health Authority  
3 Brumalia Road  
Mandeville.

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

**\*\*IMPORTANT NOTE: WE WILL ONLY ACCEPT APPLICATIONS BY EMAIL\*\***

PLEASE INDICATE IN THE 'SUBJECT LINE' OF YOUR EMAIL THE NAME OF THE  
POSITION FOR WHICH YOU ARE APPLYING\*\*

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