



Applications are invited for suitable qualified candidates to fill the following positions within the Business Services Division at the National Land Agency.

**PUBLIC RELATIONS OFFICER- LEVEL 6
(VACANT)**

This position reports to the Market Research Officer.

Job Purpose

The incumbent is responsible for:

- Ensuring the Agency meets or exceeds the information and other related needs of its customers and other stakeholders, by broadening public awareness of the existence and purpose of the Agency and fostering increase support and involvement in the Agency's initiative among stakeholders through increase awareness of the Agency's products and services.
- Monitoring the publicity and conduct research to find out the concerns and expectations of an organization's stakeholders and report and explain the findings to management.

Key Responsibilities:

Management/Administrative Responsibilities

- Assists with the preparation of the budget for section;
- Maintains effective relationship with the media;
- Prepares and submits monthly reports on the activities of the section.
- Participates in the planning and implementation of the Agency's public relations programmes
- Prepares press kits for distribution

Technical/Professional Responsibilities

- Produces and circulates newsletters;
- Coordinates presentations/workshops/seminars to school, community groups and other organizations as requested;
- Collaborates with other Government agencies and NGOs in public education events;
- Coordinates media activities and collaborates with the media for the delivery of special programmes and events of the Agency;
- Prepares press releases, news and feature articles and other material for dissemination to targeted media;
- Develops and designs informational material such as brochures, flyers and posters for dissemination to staff and the public;
- Assists with the coordination of exhibitions and other functions;

- Advises members of staff on corporate identity issues to ensure that proper and consistent corporate identity is maintained throughout the Agency's publications and communications;
- Updates information on the Agency's website, and intranet ;
- Managing and updating information and engaging with users on social media sites such as Instagram, Facebook, etc.

Other Responsibilities

- Maintains confidentiality, discipline, and work ethic.
- Performs other related duties assigned from time to time by the Supervisor, Manager, or Senior Director.

Required Skills/ Competencies

The job-holder should be able to demonstrate:

- Excellent interpersonal, presentation, oral and written communication skills
- Excellent time management skills and the ability to work well under pressure and within strict deadlines
- Excellent research and analytical skills
- Good planning and organizational skills
- Proficient in speech writing and preparation of press releases
- Ability to work on own initiative and possess a keen eye for detail
- Creativity, imagination and initiative
- Good teamwork, analytical and problem-solving skills
- Business awareness and a good knowledge of current affairs
- Proficiency in the use of various computer applications including Microsoft Office
- Sound work Ethics

Working knowledge of the media landscape in Jamaica would be an asset.

Minimum Required Qualifications and Experience:

- An undergraduate degree in Mass Communications, Journalism, or equivalent qualification

OR

- An undergraduate degree in Liberal Arts with a certification in Mass Communications or Public Relations
- A minimum of two (2) years working experience in communications, public or media relations and/or marketing

Certification in Graphic design would be an asset

Remuneration Package: - Salary Range: \$3,501,526.00 - \$4,709,163.00 p.a.

A letter of application accompanied by a Résumé should be submitted no later than
Monday, May 26, 2025, to jobapplications@nla.gov.jm for the attention of:

The Director, Human Resource Management & Development

National Land Agency

8 Ardenne Road

Kingston 10

We appreciate all responses, but only shortlisted applicants will be contacted.