



**Cannabis
Licensing
Authority**
Jamaica

**CIVIL SERVICE OF JAMAICA
Job Description and Specification**

PROPOSED JOB TITLE:	Public Education and Information Officer
PROPOSED JOB GRADE:	MCG/IE 3
POST #:	338008
DIVISION:	Executive Office
REPORTS TO:	Director, Public Relations and Communications
MANAGES:	None

This document is validated as an accurate and true description of the job when agreement is signified below.

Approved by: ***Chief Executive Officer***

Signature:

Date:

Received by:

I have received, read and fully understand the requirements of the job as outlined.

Signature:

Date:

JOB PURPOSE

Under the direction of the Director, Public Relations and Communications, the Public Education and Information Officer will be responsible for developing and executing strategic public education campaigns aimed at promoting public awareness, understanding, and engagement with the cannabis industry and its regulations.

KEY OUTPUTS

- Public education strategies and campaigns planned and executed;
- Social media content planned and developed;
- Responses to queries from media stakeholders and the public provided;
- Accurate and engaging educational materials, including brochures, articles, videos, and presentations created;
- Internet based, and traditional media channels updated;
- Website updated, maintained and optimized;
- Media and public relations activities developed, executed, and monitored.

KEY RESPONSIBILITY AREAS

Technical/Professional Responsibilities

Planning and Implementation of Approved Public Education Programme

- Assists with the development/implementation of programmes of activities designed to inform the public on the functions and ongoing activities of the Authority;
- Develops and executes public education plans to achieve the Authority's strategic and operational objectives;
- Identify target audiences and tailor messaging to effectively reach diverse demographics.
- Coordinates the development of the Authority's annual public education plan, designed to communicate with both the internal and external customers. The Plan should include the goals – techniques – deadlines – budget and methods for evaluating success;
- Coordinates responses to requests for information;
- Prepares and submits regular activity reports as may be requested by the Director, Public Relations and Communications;
- Works in conjunction with the Customer Service team to facilitate the efficient resolution of customer queries;
- Liaises with the Registrar to ensure that the organisation is at all times in full compliance with the Access to Information Act, and any other such statutes which may be in force from time to time;
- Establishes and maintains cooperative relationships with community representatives, consumer advocacy groups, public interest groups and representatives of the print and electronic media as well as the Press;

Design and production of Public Education material and other content

- Research and gather accurate information related to cannabis regulations, industry trends, and responsible usage;

- Creates promotional materials, brochures, advertisements, annual report covers, etc. and coordinates with external vendors, such as graphic designers, printers, photographers, etc. to ensure that all communication material reflects the standards of the Authority;
- Create compelling and easily understandable content to educate the public.
- Leads on the development/dissemination of in-house publications;
- Develops content for public education and outreach purposes (advertorials, brochures, newsletters, booklets promotional videos, public service announcements and advertisement etc.) that are relevant and appealing to the Authority’s stakeholders;
- Produce designs for brochures, scripts, layout of media advertisements, annual and other reports;
- Liaises with external Graphic Artists and other contractors who produce publicity and public education material for the Authority.

Other Responsibilities

- Any other job-related duties as assigned by the Director, Public Relations and Communications or the Chief Executive Officer from time to time.

PERFORMANCE STANDARDS

- Successful development and execution of impactful educational campaigns;
- Creation of high-quality educational materials that resonate with diverse audiences;
- Attendance and participation levels at workshops, seminars, and public events;
- Positive feedback and engagement from the public and stakeholders;
- Effective collaboration with internal and external partners, fostering productive relationships;
- Consistent and accurate distribution of educational content across various platforms;
- Continuous improvement of communication and public education strategies based on feedback and analysis;
- Well-researched, accurate materials produced within specified timeframe;
- The Authority’s social media content designed and implemented in an efficient manner that promotes medical cannabis industry awareness;
- Public understanding of the Authority’s policies, functions and programmes are evident;
- Speeches, press releases, presentations, content for internal and external publications etc. are drafted and submitted to the Director, Public Relations and Communications within agreed timeframe.

REQUIRED COMPETENCIES

	CORE COMPETENCIES
--	--------------------------

		BAND
The Inspiring Cluster		
1	• Communicating effectively	3
2	• Working collaboratively	3
3	• Developing capability	3
The Future-Oriented Cluster		
4	• Seeing the big picture	3
5	• Driving continuous change and improvement	3
6	• Making effective decisions	3
The Performance Cluster		
7	• Demonstrating a commercial and business mindset	3
8	• Ensuring value for taxpayers' money	3
9	• Ensuring a quality service	3

TECHNICAL COMPETENCIES			
	Professional Group	CLA Competencies	Level
1	Government Communication	<ul style="list-style-type: none"> • Writing • Media Content Planning, • Monitoring and Analysis • Knowledge of Publishing Laws and Regulations • Public Speaking • Event Planning • Issues and Crisis Management • Programme Development 	3- Advanced Level
2	Office and Administrative Services	<ul style="list-style-type: none"> • Information Management • Technology and Resource Management • Proof Reading and Referencing Services • Communication and Service Delivery 	Level 2 – Applied Knowledge
3	Programme and Project Management	<ul style="list-style-type: none"> • Project Initiation • Project Planning • Project Execution • Project Monitoring & Control • Project Closure 	Level 1 – Essential Knowledge
4	Policy	<ul style="list-style-type: none"> • Research and Analysis • Consulting and Negotiating • Monitoring and Evaluation 	Level 2 – Applied knowledge

TECHNICAL COMPETENCIES			
	Professional Group	CLA Competencies	Level
		<ul style="list-style-type: none"> • Knowledge of the External Political Environment 	

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- A Bachelor’s Degree in Media and Communications, Integrated Marketing Communications, Public Relations, Journalism or related field
- At least two (2) years’ experience in Communications
- Knowledge of events planning, and management.

SPECIAL CONDITIONS ASSOCIATED WITH JOB

- Will be required to travel island wide;
- Will be required to work outside of normal working hours at official functions;
- Will be required to attend conciliation and other meetings as necessary;
- May be required to work occasional unscheduled unsocial hours and weekends and public holidays to meet deadline;
- Ability to work well under pressure and manage competing priorities.

AUTHORITY

- None