

**APPENDIX I**

**LIST OF APPROVED STANDARDIZED JOB DESCRIPTIONS  
FOR POSITIONS IN THE COMMUNICATIONS JOB CATEGORY  
EFFECTIVE JANUARY 11, 2024**

<b>REF.</b>	<b>POSITION TITLE</b>	<b>PREVIOUS TITLE</b>
C001	Manager, Communications	Manager Corporate Communications
C002	Senior Communications Officer	Senior Corporate Communications Officer
C003	Communications Officer	Corporate Communications Officer
C004	Web Designer	New
C005	Content Creation Specialist	New
C006	Multimedia/Social Media Officer	New
C007	Graphic Designer	Graphic Designer
C008	Animator	New
C009	Photographer	New
C010	Videographer/Editor	New
C011	Audio Visual Officer	New

**JOB DESCRIPTIONS FOR APPROVED POSITIONS  
IN THE COMMUNICATIONS JOB CATEGORY  
EFFECTIVE JANUARY 11, 2024**



# Government of Trinidad and Tobago

## **JOB DESCRIPTION** **CONTRACTUAL POSITION**

### **JOB TITLE: MANAGER, COMMUNICATIONS**

### **JOB SUMMARY:**

This incumbent is required to develop, implement, direct, and evaluate the Ministry's/Department's communications stakeholder engagement and marketing strategies and programmes, including citizen engagement, public relations, media relations, digital content, and the Ministry's/Department's identity/image programme. Duties include planning, organising, directing, and coordinating the work of staff engaged in the performance of related activities. Duties also include using communications as a vital component of the overall change management programme in support of the Ministry's/Department's initiatives amongst internal stakeholders and to inform clients, employees and the general public of initiatives and policies of the government and of the Ministry/Department.

### **REPORTS TO:**

Permanent Secretary/Head of Department

### **SUPERVISION GIVEN TO:**

Senior Communications Officer (direct)  
Communications Officer and other support staff (indirect)

### **DUTIES AND RESPONSIBILITIES:**

- Plans, organises, directs, and coordinates the work of staff engaged in the provision of Communications Services in a Ministry/Department.
- Designs, organises, and implements a creative and effective Communications and stakeholder engagement Strategy and work programme, including citizen engagement, public awareness, storytelling, digital media, media relations, event management, project design and management and crisis management.
- Oversees content management for the Ministry/Department's digital media platforms, ensuring that it is adequately integrated into the Ministry/Department's Operations.
- Prepares the more complex and sensitive briefs, media releases, advertisements, and presentations; reviews speeches to be delivered by the Minister.
- Prepares the more complex Cabinet/Ministerial Notes, internal notes, and other documents.
- Spearheads the development and implementation of media relations strategy to ensure proactive and positive media coverage of the Ministry's/Department's activities and to minimise negative media reports.
- Facilitates workforce effectiveness by setting the standard for monitoring the performance of staff supervised.
- Directs and participates in the preparation of the budgetary estimates of the Communications Division/Unit and ensures that expenditure is in accordance with financial guidelines.
- Provides strategic advice to members of the Ministry's/Department's executive and senior management teams, business unit managers and client sector leaders to build and protect the brand name and image.
- Defines and manages all aspects of strategic communications: public awareness, brand and reputation management, data and insights, internal communication, and relationship management for the Ministry/Department.
- Directs the conduct of research activities to evaluate the effectiveness and efficiency of Communications and client service provided and recommends necessary changes.

- Prepares the required inputs for the Ministry's/Department's Annual Report and other reports required by other agencies.
- Formulates policies, procedures, systems, and guidelines that support the Communications function in the Ministry/Department and ensures compliance.
- Oversees the budgeting, planning, direction, coordination, implementation and evaluation of major events and programmes in the Ministry/Department and ensures successful execution.
- Directs and coordinates staff engaged in the performance of protocol duties for the Ministry/Department in accordance with established standards to ensure appropriate etiquette is used in interactions with individuals such as dignitaries and officials.
- Advises on the development and implementation of citizen engagement strategies, programmes and action plans adopted by the Ministry/Department.
- Develops and trains staff supervised in the creation and implementation of Crisis and Issues Communication Plans.
- Participates in the procurement of consultants for communications and research services by defining the research problem, determining research methodologies and sources, advising on questionnaires and discussion guides, and reviewing reports and recommendations.
- Manages the work activities of consultants providing communications and research services.
- Contributes to the development of and provides oversight for customer relationships by maintaining constant dialogue, monitoring evolving needs, monitoring client care audits/quality indicators/client surveys, and developing early dissatisfaction detection mechanisms.
- Directs and coordinates the process for monitoring national, regional, and international news and provides the executive with media summaries as detailed in the delivery schedule.
- Performs other related duties as required.

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

##### **KNOWLEDGE:**

- Extensive knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.
- Extensive knowledge of stakeholder engagement, citizen engagement, marketing, public relations, advertising, promotion, and other marketing communication methods.
- Extensive knowledge of current theories and practices in communication research, planning and strategy, and the role of mass media.
- Extensive Knowledge of key Government policies, National Development Strategies, and priorities.
- Extensive knowledge of digital media strategies and management
- Knowledge of the Constitution of The Republic of Trinidad and Tobago.
- Considerable knowledge of the organisational structure of the Government of Trinidad and Tobago.
- Considerable knowledge of protocol procedures.
- Knowledge of Public Administration.

##### **ABILITIES:**

- Strong proficiency in strategic planning, project design and management
- Proficiency in the use of Microsoft Office Suite desktop publishing and communications technologies such as web applications, design/illustration software and/or databases.
- Skill in the use of personal computers.
- Skill in writing and editing, including a strong command of English.
- Skill in conducting research and in conceptual and analytical thinking.
- Ability to use e-government technology platforms.
- Ability to use the internet for research purposes.
- Ability to plan, organise, lead, and coordinate the work of professional and other support staff performing communications duties.

	<ul style="list-style-type: none"> <li>▪ Ability to develop effective and engaging branded events that will achieve Ministry/Agency goals.</li> <li>▪ Ability to problem solve and work independently in a changing and multi-tasking environment with numerous deadlines.</li> <li>▪ Ability to establish and maintain effective working relationships with internal/external partners.</li> <li>▪ Ability to develop professional relationships in all aspects of the position, resulting in stable, consistent, reliable, and courteous communications when dealing with other stakeholders.</li> <li>▪ Excellent oral, written, and interpersonal skills.</li> </ul>
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**MINIMUM EXPERIENCE AND TRAINING:**

- Minimum of eight (8) years' experience in the field of Communications, Public Relations, Stakeholder Engagement, Media Relations, or a related field.
- Training as evidenced by a recognised University Degree in Communications Studies, Media Studies, or related field or postgraduate qualification in a related field.
- Any suitable combination of experience and training



# Government of Trinidad and Tobago

## JOB DESCRIPTION CONTRACTUAL POSITION

### JOB TITLE: SENIOR COMMUNICATIONS OFFICER

#### JOB SUMMARY:

The incumbent is required to play a key role in the implementation of the Ministry's/Department's communications strategy and programmes. Duties include assisting in the development, implementation and evaluation of these strategies and programmes; taking the lead on citizen engagement, media campaigns, public relations, and other communications activities to generate consistent awareness and engagement results with clear targets and priorities and supervising lower-level staff engaged in related work. Depending on work assignment, the incumbent will be required to perform duties in one or more of the Communications functional areas.

#### REPORTS TO:

Manager, Communications

#### SUPERVISION GIVEN TO:

Communications Officers and other support staff

#### DUTIES AND RESPONSIBILITIES:

##### Strategy and Measurement

- Takes the lead in strategy and programme development for diverse and highly complex communications campaigns, both internal and external, of special significance to the Ministry's/Department's work, anticipating critical communications/public relations issues; contributes to the formulation of public positions on critical issues related to the work of Ministry/Department.
- Develops the Ministry's/Department's communication policy and strategy in collaboration with the Ministry's/Department's executive team and other relevant senior management members and executes same.
- Coordinates the budgeting, planning, direction, coordination, implementation and evaluation of major events and programmes in the Ministry/Department and ensures successful execution.
- Liaises and interacts with personnel of the Ministry/Department to ensure that communications policy considerations are adequately integrated into the Ministry's/Department's operations.
- Identifies stakeholders' needs and reviews relevant engagement strategies as submitted by staff supervised.
- Directs the research, information gathering, editing, and writing of communications briefs, proposals, and other documents.
- Collaborates with others to develop internal and external communications goals for the purpose of identifying audiences for stakeholder engagement efforts and ensuring Ministry/Department-wide objectives are achieved in the most efficient and timely manner.

##### Product and Events

- Promotes a positive image of the Ministry/Department (e.g., communications with district staff, the public and media, including press conferences, newsworthy events, story ideas, district benefits and programs, etc.) to create cooperative working relationships.
- Prepares an annual and quarterly programme of public relations activities including but not limited to, lectures, talks, conferences, and exhibitions.
- Promotes the development of information and activities such as health and wellness, safety awareness and other cultural and workplace-enhancing projects.
- Negotiates for space contracts and books event spaces, arranges food and beverages, orders supplies and audiovisual equipment, makes travel arrangements, orders event signs, and ensures appropriate décor (florals, linens, colour schemes, etc.) to meet the quality expectations of the Ministry/Department.

- Supervises, directs, and coordinates the activities of personnel, subcontractors, and vendors, as required, to successfully execute all aspects of the event on the scheduled delivery day.
- Provides post-event analysis, budget recaps and participant feedback and incorporates learning into future plans.
- Researches trends (e.g. policies/procedures; economic/cultural issues; computer/software and facilities technologies; layout/design of publications, etc.) for the purpose of obtaining knowledge on current issues and advancement practices.

**Media and Advertising**

- Provides advice to relevant stakeholders on media-related issues, including but not limited to preparing talking points and media coaching.
- Identifies media engagement opportunities and provides media coaching to staff that may interact with the press.
- Leads a team that prepares briefs, media releases, advertisements, presentations and drafts or reviews speeches to be delivered by the Minister and other senior personnel of the Ministry/Department.
- Leads and coordinates the production of all print and audio-visual communications materials, including, but not limited to newsletters, press releases, advertising, and speeches.
- Oversees the preparation, production, and dissemination of both routine and complex outreach products such as brochures, briefs, press kits, news releases, op-eds/articles, radio/TV broadcasts, PowerPoint presentations, brochures, Q&As, websites and speeches that promote the strategic and timely flow of information and key messages about the Ministry/Department, its policies, and operations to key internal and external audiences.
- Analyses current events, public comments, and press opinions with a view to risk management; advises the Ministry's/Department's executive team and staff and clients on trends, news developments, or changing/unexpected circumstances and recommends appropriate strategic responses.
- Participates in, plans, coordinates, and organises public consultations, conferences, media monitoring, media tours and events, public opinion research activities, public image enhancement programmes, seminars, workshops, and similar special events.

**Stakeholder Engagement**

- Supervises and provides advice and guidance to staff engaged in the performance of protocol duties for the Ministry/Department in accordance with established standards to ensure appropriate etiquette is used in interactions with individuals such as dignitaries and officials.
- Liaises and interacts with personnel of the Ministry/Department to ensure that communications policy considerations are adequately integrated into its operations.
- Responds to inquiries from internal and external parties for the purpose of providing information and/or direction.
- Initiates and sustains professional relationships with key internal and/or external constituencies including the media, civil society, academia, businesses, and governments.
- Directs the updating of a database/directory of stakeholders' contact information, profiles, and services.
- Communicates with stakeholders for the purpose of informing and/or presenting information through various mediums such as manual and electronic presentations, printed publications, e-mails, web pages, video, blogs, and TV spots in compliance with the Ministry's/Department's vision, goals, and objectives.
- Performs other related duties as required.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

**KNOWLEDGE:**

- Considerable knowledge of current theories and practices in communications research, planning and strategy and the role of mass media;
- Considerable knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.
- Considerable knowledge of marketing, public relations, advertising, promotion, and other communications methods.
- Considerable knowledge of modern techniques of news gathering and events management.

	<ul style="list-style-type: none"> <li>▪ Extensive Knowledge of key Government policies, National Development Strategies, and priorities</li> <li>▪ Considerable knowledge of digital media management</li> <li>▪ Knowledge of protocol procedures.</li> <li>▪ Knowledge of the Constitution of the Republic of Trinidad and Tobago.</li> <li>▪ Knowledge of the organisational structure of the Government of Trinidad and Tobago.</li> <li>▪ Knowledge of Public Administration.</li> </ul>
<p><b>SKILLS AND ABILITIES:</b></p>	<ul style="list-style-type: none"> <li>▪ Strong proficiency in strategic planning, project design and management</li> <li>▪ Proficiency in the use of Microsoft Office Suite, of advanced web design and communications technologies such as web applications, advanced web design, design/illustration software and/or databases.</li> <li>▪ Skill in the use of personal computers.</li> <li>▪ Skill in conducting research and in conceptual and analytical thinking.</li> <li>▪ Skill in writing and editing, including a strong command of English.</li> <li>▪ Ability to use e-Government technology platforms.</li> <li>▪ Ability to use the internet for research purposes.</li> <li>▪ Ability to convey complex ideas in an engaging manner with clarity, diplomacy, and precision.</li> <li>▪ Ability to identify communications-related risks and opportunities and to provide timely feedback and advice to management.</li> <li>▪ Ability to think strategically and to analyse and integrate diverse information from varied sources into conclusions and recommendations.</li> <li>▪ Ability to plan and organize, including managing the organization of high-level meetings and events.</li> <li>▪ Ability to plan and organize programmes/projects, high-level meetings, and events, and supervise vendors and lower-level staff.</li> <li>▪ Ability to work effectively under stress, prioritize, multi-task within tight deadlines and respond to changing demands.</li> <li>▪ Ability to work independently or in a team.</li> <li>▪ Ability to establish and maintain effective working relationships with internal/external partners.</li> </ul>
<p><b>MINIMUM EXPERIENCE AND TRAINING:</b></p>	
<ul style="list-style-type: none"> <li>▪ Minimum of five (5) years' experience in the field of Communications or Public Relations or Media Relations and or a related field.</li> <li>▪ Training as evidenced by a recognised University Degree in Communications Studies or related field a post graduate qualification in a related field.</li> <li>▪ Any suitable combination of experience and training</li> </ul>	



Ref #: C003



# Government of Trinidad and Tobago

## JOB DESCRIPTION CONTRACTUAL POSITION

**JOB TITLE: COMMUNICATIONS OFFICER**

### **JOB SUMMARY:**

The incumbent is required to contribute to the achievement of the communications targets of the Ministry/Department and assist in monitoring their implementation. Duties include coordinating media relations strategies, producing and disseminating materials for communicating information about the Ministry/Department and its services; coordinating the content of the intranet or external website and the production of a quarterly newsletter; disseminating reports and publications; and maintain an updated database of contacts and an effective communication system within the Ministry/Department. Depending on work assignment, the incumbent will be required to perform duties in one or more of the Communications functional areas.

**REPORTS TO:** Senior Communications Officer/designated officer

**SUPERVISION GIVEN TO:** n/a

### **DUTIES AND RESPONSIBILITIES:**

#### Strategy and Measurement

- Assists in tracking developments in the Ministry/Department's sector nationally and globally.
- Participates in the design, organisation and implementation of a creative and effective Marketing/Communications Strategy, including content management for the Ministry/Department's digital media and that it is adequately integrated into the Ministry/Department's Operations.
- Participates in the preparation and execution of programmes geared towards educating and informing the Public.
- Conducts research and utilizes other data to analyse and evaluate information to prepare policy documents, briefs, working papers and presentations.
- Assists with relevant research, including but not limited to the conduct of interviews to determine the success and outreach of Information Programmes and initiates corrective action as appropriate.
- Assists in identifying stakeholders' needs and proposes relevant engagement strategies.
- Liaises with Media Services to monitor print and electronic media to keep the Ministry/Department informed of developments within the Communications environment.
- Interprets HR policies and procedures to assist clients with queries and concerns.
- Prepares communications reports, Cabinet/Ministerial Notes, internal notes and other documents.

### **Product and Events**

- Develops and implements marketing, media placement and distribution strategies for the Ministry/Department.
- Assists in the production of literature formats such as booklets, posters, and brochures for public outreach and sensitisation.
- Assists in the development of information and activities such as health and wellness, safety awareness and other cultural and workplace-enhancing projects.
- Performs day-to-day management of the intranet site through the use of a Content Management System, including design, content and technical functions, to ensure that it is useful for staff and that content is up-to-date, accurate and consistent with the Brand Identity Guide.
- Develops and manages internal communication activities involving, engaging, and informing all employees, utilising appropriate communication tools.
- Prepares, develops, writes, and edits content for the intranet, staff newsletter, team briefings, noticeboards, and other internal communications channels, as well as for project briefs.
- Maintains and regularly updates a detailed calendar of events for the Ministry/Department.

### **Media and Advertising**

- Develops a Media Strategy for each announcement, launch or significant media event.
- Organises and manages press, radio, and television interviews.
- Writes a variety of communications (e.g. press releases, personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of the activities of the Ministry/Department.
- Coordinates collateral completion, printing, and distribution to selected media representatives.
- Drafts appropriate responses to adverse publicity.
- Undertakes research on current digital media technology and marketing and communications trends to improve Ministry/Department communications.
- Monitors national, regional, and international news to identify evolving trends and opinions which may impact the work of the Ministry/Department.
- Monitors media scanning databases and redirects any issues to the relevant authorities.
- Provides media summaries and alerts on breaking news.

### **Stakeholder Engagement**

- Performs protocol duties for the Ministry/Department in accordance with established standards to ensure appropriate etiquette is used in interactions with individuals such as dignitaries and officials.
- Assists in identifying stakeholders' needs and proposes relevant engagement strategies.
- Contributes to the implementation of stakeholder engagement strategies including citizen engagement and events management.
- Develops, manages, and controls procedures for all internal and external correspondence.
- Researches and assembles information for members of the public.
- Distributes relevant educational material on the activities of the Ministry/Department.
- Creates and updates a database/directory of stakeholders' contact information, profiles and services.
- Performs other related duties as required.

## KNOWLEDGE, SKILLS AND ABILITIES

### KNOWLEDGE:

- Knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media.
- Knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.
- Knowledge of marketing, stakeholder engagement, citizen engagement, public relations, advertising, promotion and other communications methods.
- Knowledge of modern techniques of news gathering and release.
- Knowledge of key Government policies, National Development Strategies, and priorities
- Some knowledge of the Constitution of The Republic of Trinidad and Tobago;
- Some knowledge of the organisational structure of the Government of Trinidad and Tobago;
- Knowledge of modern techniques of news gathering/event management.
- Knowledge of protocol procedures

### SKILLS AND ABILITIES:

- Skills in project implementation
- Skill in the use of personal computers.
- Ability to use e-government technology platforms.
- Ability to use the internet for research purposes.
- Ability to plan, organize and supervise the work of support staff.
- Ability to communicate at a high level, both orally and in writing.
- Ability to establish and maintain effective working relationships with colleagues, members of the media and the public.
- Proficiency in the use of Microsoft Office Suite

### MINIMUM EXPERIENCE AND TRAINING:

- Minimum of two (2) years' experience in Communications or Public Relations, preferably in the Public Sector.
- Training as evidenced by a recognised University Degree in Communications Studies or a related discipline.
- Any suitable combination of experience and training

Ref #: C004



# Government of Trinidad and Tobago

## **JOB DESCRIPTION** **CONTRACTUAL POSITION**

**JOB TITLE: WEB DESIGNER**

### **JOB SUMMARY:**

The incumbent is required to create, maintain, and update engaging, user-friendly, and accessible websites for key stakeholders of the Ministry/Department, particularly members of the public. It also includes ensuring that the Ministry/Departments web presence aligns with government standards and effectively communicates the Ministry's initiatives and services to the public.

### **REPORTS TO:**

Manager, Communications/Designated Officer

### **SUPERVISION GIVEN TO:**

n/a

### **DUTIES AND RESPONSIBILITIES:**

- Designs and develops intuitive, visually appealing, and accessible websites for various government ministries.
- Creates UX/UI designs that facilitate easy access to information and services for all citizens, including those with disabilities.
- Works with content creators to ensure that web content is current, relevant, and aligned with government communication standards.
- Develops features that enhance citizen engagement, such as feedback forms, surveys, and interactive elements.
- Ensures all designs comply with government standards for digital communication, including accessibility guidelines and branding requirements.
- Collaborates with Information Technology and other departments to integrate necessary functionalities and content.
- Conducts regular testing for usability, accessibility, and responsiveness across various devices and browsers.
- Monitors, analyses, and reports on web traffic and user engagement metrics and uses this data to inform design improvements.
- Provides technical support and guidance to staff in managing and updating website content.
- Performs any other related duties

### **KNOWLEDGE, SKILLS AND ABILITIES**

#### **KNOWLEDGE:**

- Knowledge of user-centred design, responsive design, and accessibility standards.
- Understanding of government communication strategies

**SKILLS AND ABILITIES:**

- Proficiency in web design tools and software (e.g., Adobe Creative Suite, Sketch, HTML, CSS, JavaScript).
- Excellent communication skills, with the ability to translate complex technical information into clear, citizen-friendly language.
- Ability to work collaboratively in a team environment and manage multiple projects simultaneously.

**MINIMUM EXPERIENCE AND TRAINING**

- Minimum of three to five years' experience in web design, with a strong portfolio showcasing your work.
- Training as evidenced by recognised University degree in web design, Graphic Design, Computer Science, or a related field
- Any suitable combination of experience and training

Ref #: C005



# Government of Trinidad and Tobago

## JOB DESCRIPTION

### CONTRACTUAL POSITION

#### JOB TITLE: CONTENT CREATION SPECIALIST

#### JOB SUMMARY:

The incumbent is responsible for developing, creating, implementing, and managing digital and physical content across various media platforms. Duties include creating appropriate content through effective stakeholder engagement, standardizing, and organizing the content using appropriate multimedia tools and techniques and publishing the content on the appropriate media platforms.

#### REPORTS TO:

Head – Corporate Communications or designated officer

#### SUPERVISION GIVEN TO:

N/A

#### DUTIES AND RESPONSIBILITIES:

- Works with divisions of the Ministry to promote brand consistency;
- Designs sketches of electronic and printed media products such as websites, publications, newsletters, booklets, directories, calendars, brochures, posters, and presentations for the purpose of communicating and promoting a positive Ministry/Department image.
- Leads the implementation of social media strategies, manages content, and grows the Ministry's online presence;
- Handles the organization and management of digital content using content management systems, including regular updates;
- Collaborates with cross-functional teams to develop engagement strategies and analyse social media performance for continuous improvement;
- Explores new social platforms for expansion to drive citizen engagement;
- Develops and manages engaging content in platform-appropriate formats for the organization's website and social media;
- Conducts research for content development;
- Performs video transcription and captioning, ensuring the quality and accuracy of published material;
- Performs other related duties.

#### KNOWLEDGE, SKILLS, AND ABILITIES

#### KNOWLEDGE:

- Proficiency in the Adobe Creative Suite, including Photoshop, Illustrator, Premiere Pro, and After Effects, for creating and editing a variety of digital content;
- Proficient in content management systems and analytics software;

	<ul style="list-style-type: none"> <li>▪ Considerable knowledge of web content identification, collection, standardization, organization, presentation, security, and management using associated tools.</li> <li>▪ Familiarity with still and video camera operation, as well as video, audio, podcasting, and image editing tools, is highly advantageous.</li> <li>▪ Search engine optimization</li> </ul>
<b>SKILLS AND ABILITIES:</b>	<ul style="list-style-type: none"> <li>▪ Demonstrates creative and critical thinking with a keen eye for detail; essential for content development and problem-solving.</li> <li>▪ Strong writing, proofreading, and editing abilities, ensuring clear, accurate and effective communication in all content.</li> <li>▪ Exceptional IT proficiency, including advanced skills in Microsoft Office (Excel and PowerPoint) and Adobe Creative Suite, for diverse content creation.</li> <li>▪ Efficient work ethic, maintaining high quality and precision in fast-paced, multi-faceted environments.</li> <li>▪ Goal-oriented approach with a strong customer focus, meeting diverse stakeholder needs.</li> <li>▪ Capable of managing multiple projects simultaneously, adhering to strict timelines while performing under pressure to achieve targets;</li> <li>▪ Effective interpersonal skills to positively engage with the public, external stakeholders, and collaborate across departments.</li> <li>▪ Ability to manage key stakeholders and prioritize appropriately.</li> <li>▪ Innovative in organizing and presenting web content.</li> <li>▪ Expertise in creating visually striking and compelling.</li> <li>▪ Proficiency in understanding statistical data and translating it into engaging infographics and visual representations, facilitating effective communication of complex information.</li> </ul>
<b>MINIMUM EXPERIENCE AND TRAINING:</b>	
<ul style="list-style-type: none"> <li>▪ A minimum of two (2) years' industry experience in content creation and/PR related communications field.</li> <li>▪ At least one (1) year experience engaging audiences through effective management or social media channels.</li> <li>▪ Training as evidenced by a bachelor's degree in English, Journalism, Communications, Public Relations, Advertising, Literature, or a related field.</li> <li>▪ Any suitable combination of experience and training</li> </ul>	

Ref #: C006



# Government of Trinidad and Tobago

## **JOB DESCRIPTION** **CONTRACTUAL POSITION**

**JOB TITLE: Multimedia/ Social Media Officer**

### **JOB SUMMARY:**

The incumbent plays a key role in supporting the design and maintenance of dynamic, user-friendly websites and social media platforms, integrating diverse multimedia elements for a compelling user experience.

### **REPORTS TO:**

Head –Communications or designated officer

### **SUPERVISION GIVEN TO:**

N/A

### **DUTIES AND RESPONSIBILITIES:**

- Assists in the development of digital content, including graphics, videos, and written posts for social media, websites, and email campaigns.
- Helps manage social media accounts, including scheduling posts, engaging with followers, and analysing performance metrics.
- Aids in the project implementation of traditional and new media initiatives, focusing on effective content preparation, presentation, and prompt specification updates.
- Assist in the development and implementation of Communications initiatives.
- Help create and distribute email newsletters and marketing campaigns.
- Monitors and reports on digital campaign performance, providing insights and recommendations for improvement.
- Stays informed about current digital media trends and suggests new ideas for digital media strategies.
- Performs any other related duties

### **KNOWLEDGE, SKILLS, AND ABILITIES**

#### **KNOWLEDGE:**

- Familiarity with social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) and management tools (e.g., Hootsuite, Buffer).
- Basic knowledge of graphic design and video editing
- Basic understanding of website management and SEO principles

#### **SKILLS AND ABILITIES:**

- Strong writing and editing skills.
- Excellent organizational and project management skills, with the ability to prioritize tasks effectively.
- Ability to work collaboratively in a team environment.



**MINIMUM EXPERIENCE AND TRAINING:**

- Minimum of Two (2) years of experience in multimedia design, and social media processes.
- Training as evidenced by a recognised University degree in Communications, Marketing, Multimedia, Digital Media, or a related field.
- Any suitable combination of experience and training



# Government of Trinidad and Tobago

## JOB DESCRIPTION CONTRACTUAL POSITION

### JOB TITLE: GRAPHIC DESIGNER

### JOB SUMMARY:

The incumbent is required to create and produce images, logos, layouts for magazines, newsletters, brochures and other print pieces for the visual conceptualisation and graphic design of projects for the Ministry /Department.

### REPORTS TO:

Head – Corporate Communications or designated officer

### SUPERVISION GIVEN TO:

N/A

### DUTIES AND RESPONSIBILITIES:

- Produces a wide range of visual material in support of communications programmes, using a range of current software such as In design, Adobe Photoshop and Illustrator, and Quark Xpress.
- Conceptualises, designs, and lays out all artwork such as press advertisements, storyboards, flyers, brochures, booklets, file covers, posters, t-shirt prints, programmes, and illustrative designs.
- Creates and oversees product design and booth displays.
- Assists in the development of creative concepts as required.
- Advises on the use of relevant materials such as photos and special boards in order to produce final artwork/displays that are suitable in quality and look.
- Oversees the production of external work including pre-press, printers, and designers to ensure that required standards are met.
- Attends meetings as required.
- Prepares digital artwork for offset reproduction.
- Prepares Portable Document Format (PDF) files.
- Manages the proper filing and backup of digital artwork.
- Produces audio-visual presentations and takes photographs at Ministry's/Department's events.
- Performs other duties related to the core functions of the position.

### KNOWLEDGE, SKILLS, AND ABILITIES

#### KNOWLEDGE:

- Knowledge of web usability and graphic design principles and techniques.
- Knowledge of the tools, equipment and materials used in graphic design production.
- Good understanding of an organization's structure as it pertains to the website/intranet information architecture.

#### SKILLS AND ABILITIES:

- Skill in the use of Microsoft Office Suite, Desktop Publishing software and other software such as Adobe, Photoshop and Illustrator and Quark Xpress.

	<ul style="list-style-type: none"> <li>▪ Skill in the use of the equipment, tools and materials utilized in graphic design production.</li> <li>▪ Ability to translate ideas into graphic expressions and to create original graphic art design.</li> <li>▪ Ability to use multimedia creatively.</li> <li>▪ Ability to work within set timelines.</li> <li>▪ Ability to communicate effectively, both orally and in writing.</li> <li>▪ Ability to establish and maintain effective working relationships with colleagues and members of the public.</li> </ul>
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**MINIMUM EXPERIENCE AND TRAINING:**

- Minimum two (2) years' experience in graphic design and web management process.
- Training as evidenced by an Associate Degree in Graphic Design, Communications, or a related field.
- Any suitable combination of experience and training.



# Government of Trinidad and Tobago

## **JOB DESCRIPTION** **CONTRACTUAL POSITION**

### **JOB TITLE: ANIMATOR**

### **JOB SUMMARY:**

The incumbent is responsible for creating compelling animations to support the Ministry's/Department's/Agency's communication initiatives, programs, and messages.

### **REPORTS TO:**

Head – Corporate Communications or designated officer

### **SUPERVISION GIVEN TO:**

N/A

### **DUTIES AND RESPONSIBILITIES:**

- Develops and produces animations and motion graphics for Ministry projects, including public service announcements, educational videos, and social media content.
- Creates character sketches for new animations based on design briefs.
- Develops storyboards for animation projects;
- Designs backgrounds, sets and other elements of the animated environment;
- Develops timing and pacing of motion based on audio requirements.
- Works with the story editors to merge the various layers of animation;
- Records dialogue for the animation, where necessary;
- Collaborates with other creatives, including designers, photographers and other animators, to finalize projects.

### **KNOWLEDGE, SKILLS AND ABILITIES**

#### **KNOWLEDGE:**

- Knowledge of digital marketing design, focusing on social media, online banner advertising, motion design, video editing, visual design, typography, layout, image retouching, and digital storytelling.
- Proficient in Adobe Creative Suite, particularly Adobe After Effects, Premiere, Photoshop, Illustrator, and adept at using Mac OS.
- Experience with HTML5 ad authoring tools, such as Google Web Designer, for creating interactive and engaging online advertisements.
- Understanding of social media platforms and best practices, ensuring content is optimized for each platform's unique audience and format.
- Comprehensive knowledge of the 12 principles of animation, such as staging, timing, ease in, ease out, and anticipation, to create fluid and dynamic animations.
- Familiarity with colour theory, applying principles to create visually harmonious and appealing designs
- In-depth understanding of mathematical and geometric concepts, essential for accurate and aesthetically pleasing visual compositions

<b>SKILLS AND ABILITIES:</b>	<ul style="list-style-type: none"> <li>▪ Crafts engaging motion graphics for various applications.</li> <li>▪ Develops informative and visually appealing explainer videos</li> <li>▪ Ensures alignment with the Ministry’s graphic design and animation standards</li> <li>▪ Completes all assigned tasks within set deadlines, demonstrating strong time management and organisational skills</li> <li>▪ Develops storyboards and mock-ups, visualising concepts and ensuring alignment with project goals and client expectations</li> <li>▪ Generates creative ideas for animation pieces, focusing on key messages, target audience identification, and goal setting to achieve impactful results</li> <li>▪ Sets technical specifications for animations, determining the appropriate format, size, and style to meet project requirements and objectives</li> <li>▪ Performs related duties</li> </ul>
<b>MINIMUM EXPERIENCE AND TRAINING:</b>	
<ul style="list-style-type: none"> <li>▪ Minimum of two (2) years’ experience in digital motion/video-editing/graphic design.</li> <li>▪ Training as evidenced by a recognised University degree in animation, film, television, photography, illustration, 3D/graphic design or computer/computer-aided engineering or a related field.</li> <li>▪ Postgraduate qualifications in animation will be an asset.</li> <li>▪ Any equivalent combination of qualifications and experience.</li> </ul>	



# Government of Trinidad and Tobago

## **JOB DESCRIPTION** **CONTRACTUAL POSITION**

### **JOB TITLE: PHOTOGRAPHER**

### **JOB SUMMARY:**

The incumbent is required to provide photography services for the Ministry/Department/Agency. Duties include using various photographic equipment and software to capture high-quality photographs that document government operations, events, and initiatives.

### **REPORTS TO:**

Head –Communications or designated officer

### **SUPERVISION GIVEN TO:**

N/A

### **DUTIES AND RESPONSIBILITIES:**

- Provides photography services for the Ministry/Department/Agency's events and initiatives.
- Takes pictures of subjects using cameras and oversees the editing and processing of images in digital or print format.
- Takes professional headshots.
- Archives photographic images and maintains database.
- Manages photography sessions.
- Uses and maintains modern and traditional technical equipment (cameras, lenses etc.)
- Assembles and sets up a range of technical tools and equipment used in photography, such as cameras, lenses, camera stands, lighting equipment, and backdrops.
- Works collaboratively with multimedia professionals to produce a combination of photos, videos, and sounds.
- Maintains up-to-date knowledge of recent digital and film photography techniques and adjusts accordingly to industry changes.

### **KNOWLEDGE, SKILLS AND ABILITIES**

#### **KNOWLEDGE:**

- Sound understanding of photography best practices and procedures.
- Knowledge of photo editing software, for example, Photoshop, Capture One or other photography-specific software.
- Knowledge of the production process for online publishing and various printing applications.
- Proficiency with the use of camera equipment.
- Photography etiquette for corporate-style events.

#### **SKILLS AND ABILITIES:**

- Proven professional shooting experience.
- Proficiency with traditional and modern equipment.
- shooting, lighting, and printing skills.

	<ul style="list-style-type: none"> <li>▪ Competency in applying photographic best practices and techniques.</li> <li>▪ Photojournalistic approach to taking images.</li> <li>▪ Ability to take candid shots.</li> <li>▪ Ability to juggle multiple tasks.</li> <li>▪ Ability to produce excellent quality images in any environment.</li> <li>▪ Ability to use different types of photography lenses.</li> <li>▪ Ability to take professional headshots.</li> <li>▪ Ability to work with other professionals in related fields.</li> <li>▪ Ability to work flexible hours to accommodate client schedules.</li> <li>▪ Strong interpersonal and communication skills.</li> </ul>
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**MINIMUM EXPERIENCE AND TRAINING:**

- Minimum of 3-5 years' experience in providing photography services for corporate events.
- 5 CSEC O'Level passes.
- Technical Vocational Training in Photography as evidenced by a Certificate from a recognized institute.
- Any suitable combination of experience and training



# Government of Trinidad and Tobago

## JOB DESCRIPTION CONTRACTUAL POSITION

### JOB TITLE: VIDEOGRAPHER EDITOR

### JOB SUMMARY:

The incumbent plays a key role in capturing high-quality video content that showcases and updates the public on various government services and initiatives. This role requires a creative and technical skill set to produce engaging and informative content that aligns with government standards and public expectations.

### REPORTS TO:

Head – Corporate Communications or designated officer

### SUPERVISION GIVEN TO:

N/A

### DUTIES AND RESPONSIBILITIES:

- Plans, shoots, and edits video content that highlights government services, initiatives, and events.
- Assists in crafting compelling narratives that effectively communicate the purpose and impact of government services to the public.
- Works closely with Ministry departments to understand their service offerings and messaging needs.
- Operates and maintains professional video equipment, including cameras, lighting, and audio gear.
- Edits footage to create clear, engaging, and high-quality videos; include subtitles, graphics, and effects as needed.
- Ensures all content complies with government policies, legal standards, and ethical guidelines.
- Manages multiple video projects simultaneously, adhering to deadlines and budget constraints.
- Works collaboratively with other multimedia professionals to plan and execute video projects.
- Assists in the development of an overall video brand messaging strategy.
- Works both on and off-site

### KNOWLEDGE, SKILLS, AND ABILITIES

#### KNOWLEDGE:

- Considerable experience in using video and video editing equipment.
- Considerable knowledge of digital technology and editing software packages (e.g. Avid Media Composer, Lightworks, Premiere, After Effects and Final Cut)
- Sound knowledge of the use of special effects, 3D, and compositing
- Knowledge and a good understanding of motion graphics is preferred.
- Understanding of government protocols and sensitivity towards public communication.

#### SKILLS AND ABILITIES:

- Ability to operate a camera.
- Ability to work flexible hours.
- Ability to work with diverse client groups.
- Ability to work in cross functional teams.
- Creative thinker



	<ul style="list-style-type: none"><li>▪ Good time-management skills</li><li>▪ Strong interpersonal and communication skills</li><li>▪ Storytelling skills</li></ul>
<b>MINIMUM EXPERIENCE AND TRAINING:</b>	
<ul style="list-style-type: none"><li>▪ Minimum of 3-5 years' experience as a video specialist or similar role</li><li>▪ Training as evidenced by a recognised University degree in Film, Media Production, Communications, Cinematography, or related field</li><li>▪ Any equivalent combination of qualifications and experience</li></ul>	



# Government of Trinidad and Tobago

## **JOB DESCRIPTION** **CONTRACTUAL POSITION**

### **JOB TITLE: AUDIO VISUAL OFFICER**

### **JOB SUMMARY:**

The incumbent plays a key role in the comprehensive setup, rigorous testing, adept operation, thorough assessment, and proficient repair of sound and video equipment essential for a variety of live or pre-recorded events. These events range from meetings and video conferences. The role involves hands-on operation of a wide array of audio and visual tools, including but not limited to microphones, audio speakers, video screens, projectors, video recorders, and other recording devices. Additionally, the officer will manage video monitors, sound and mixing boards, and tailor custom lighting systems to suit the specific requirements of each event.

### **REPORTS TO:**

Head –Communications or designated officer

### **SUPERVISION GIVEN TO:**

N/A

### **DUTIES AND RESPONSIBILITIES:**

- Oversees audio and video quality control for both live and pre-recorded events, ensuring optimal performance.
- Installs and operates audio-visual equipment, adeptly handling setup requirements for diverse event formats.
- Manages and maintains equipment inventory, ensuring availability and readiness for all events.
- Collaborates with communications and IT teams, contributing to the planning and executing event-specific technical and production needs.
- Leads site assessments and technical preparations, ensuring venues meet all necessary specifications.
- Directs technical crews during events, overseeing project execution and troubleshooting any equipment issues.
- Engages with external stakeholders, including exhibitors, vendors, and sponsors, to align event details with technical capabilities.
- Develops comprehensive project scopes for multimedia initiatives, from conceptualisation to execution.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

#### **KNOWLEDGE:**

- Sound knowledge of cameras and lighting techniques;
- Knowledge of multimedia production software and editing equipment;
- Excellent knowledge of word processing software;

#### **SKILLS AND ABILITIES:**

- Excellent verbal and written communication skills;
- Ability to work as part of a team;

	<ul style="list-style-type: none"><li>▪ Ability to use computer systems for multimedia projects;</li><li>▪ Excellent customer service skills;</li><li>▪ Ability to work flexible working hours.</li><li>▪ Physically ability to lift heavy equipment</li><li>▪</li></ul>
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**MINIMUM EXPERIENCE AND TRAINING:**

- Minimum of two (2) years' experience in a similar field.
- Training as evidenced by Certificate in digital media arts, Multimedia Studies, or equivalent technical certification.
- Any suitable combination of experience and training.

**APPENDIX II**

**SALARIES AND ALLOWANCES, WHERE APPLICABLE, FOR APPROVED  
POSITIONS IN THE COMMUNICATIONS JOB CATEGORY**

## Salaries and Allowances for the Communications Job Category

**Effective January 11, 2024**

<b>Communications Job Category</b>					
<b>Name of Contract Position</b>	<b>Tier</b>	<b>Salary</b>	<b>Allowances</b>		
			<b>Transport Facility</b>		
			<b>Transport Allowance</b>	<b>Car Loan</b>	<b>Communication Allowance</b>
Manager, Communications		\$20,050	\$2,100	\$155,000	To be dealt with Administratively
Senior Communications Officer		\$16,700	\$1,800	\$155,000	To be dealt with Administratively
Communications Officer	(with less than 3 yrs service)	\$12,700	\$1,500	\$155,000 (Only if this is the highest position in the Communications Unit)	To be dealt with Administratively
	(with 3 yrs and more but less than 6 yrs service)	\$13,050			
	(with 6 yrs and more service)	\$13,450			
Web Designer		\$14,200	N/A	N/A	N/A
Content Creation Specialist		\$13,500	N/A	N/A	N/A
Multimedia/Social Media Officer	(with less than 3 yrs service)	\$11,500	N/A	N/A	N/A
	(with 3 yrs and more but less than 6 yrs service)	\$11,900			
	(with 6 yrs and more service)	\$12,200			

<b>Communications Job Category</b>					
<b>Name of Contract Position</b>	<b>Tier</b>	<b>Salary</b>	<b>Allowances</b>		
			<b>Transport Facility</b>		
			<b>Transport Allowance</b>	<b>Car Loan</b>	<b>Communication Allowance</b>
Graphic Designer	(with less than 3 yrs service)	\$8,650	N/A	N/A	N/A
	(with 3 yrs and more but less than 6 yrs service)	\$9,450			
	(with 6 yrs and more service)	\$10,150			
Animator	(with less than 3 yrs service)	\$8,100	N/A	N/A	N/A
	(with 3 yrs and more but less than 6 yrs service)	\$8,800			
	(with 6 yrs and more service)	\$9,400			
Photographer	(with less than 3 yrs service)	\$6,700	\$1,800	N/A	N/A
	(with 3 yrs and more but less than 6 yrs service)	\$7,300			
	(with 6 yrs and more service)	\$7,800			
Videographer/Editor	(with less than 3 yrs service)	\$9,400	\$1,800	N/A	N/A
	(with 3 yrs and more but less than 6 yrs service)	\$10,200			
	(with 6 yrs and more service)	\$10,900			

<b>Communications Job Category</b>					
<b>Name of Contract Position</b>	<b>Tier</b>	<b>Salary</b>	<b>Allowances</b>		
			<b>Transport Facility</b>		
			<b>Transport Allowance</b>	<b>Car Loan</b>	<b>Communication Allowance</b>
Audio Visual Officer	(with less than 3 yrs service)	\$7,400	N/A	N/A	N/A
	(with 3 yrs and more but less than 6 yrs service)	\$8,100			
	(with 6 yrs and more service)	\$8,700			