Ministry of Industry Investment & Commerce

Jamaica's Business Ministry

NATIONAL COMPLIANCE & REGULATORY AUTHORITY

Health. Safety. Fairness in Trade.

The National Compliance & Regulatory Authority (NCRA), an Agency of the Ministry of Industry, Investment and Commerce, is seeking to identify a suitable candidate to fill the following position:

Marketing and Communication Officer (LEVEL 8)

Salary Range: $5,198,035 – $6,990,779 per annum

JOB SUMMARY

Under the general direction of the Director, Human Resource and Administration, the Marketing & Communication Officer (Level 8) is responsible for developing and maintaining the corporate communication and public relations programmes to promote and enhance the public image and corporate identity of the NCRA and to facilitate effective communication between the NCRA, media and all stakeholders. This position is also required to oversee the creation of marketing and communications collateral to ensure that it is consistent with the organization's brand, including white papers, website copy, the development of content for the NCRA's website and Intranet and engage in media monitoring and liaison, planning and management of events.

KEY RESPONSIBILITIES

Management and Administrative Responsibilities

- Identifies items for the NCRA's website e.g. speeches by Ministers and CEO and presentations to industry stakeholders, notification of and details of NCRA's events
- Ensures the receipt of current news releases from the Jamaica Information Service (JIS) and other sources and ensures that relevant releases are posted on the NCRA's website
- Liaises with CEO and Director to ensure that information on the work and functions of the NCRA are up to date

- Dispatches news releases, media advisories as required
- Assists with daily monitoring of talk shows, news reports, editorials, etc.
- Updates and maintains media mailing list as well as general mailing lists
- Accompanies NCRA team at special events and prepare information packages as required
- Ensure print payment files are prepared and processed and followed up to ensure that clients are paid
- Formulates and implements internal and external communications, policies and strategies
- Coordinates and executes the Operational Plan and budget for the NCRA's public relations and communication
- Provides communication guidance, advice and support to all programmes undertaken by the NCRA
- Manages the ongoing development of key communications tools including the NCRA's website
- Participates in the periodic Performance Review to assess the public relation and communication achievements of the NCRA

Technical Responsibilities

- Prepares news releases, media advisories, speeches and messages
- Arranges customer surveys and analysis of feedback to improve service delivery
- Assists with researching background material for messages, speeches and interviews
- Assists with the preparation of internal and external public education programmes
- Assists with the marketing and promotion of the NCRA's website and social media contact
- Assists with the creation of content for the NCRA's website and Intranet and offers similar assistance at the request of the parent Ministry
- Participates in workshops, expositions and school presentations, as required
- Arranges press conferences, displays, exhibitions, workshops and special events

- Plans and supervises the production of educational material and publications
- Ensures that all photographs for NCRA related activities are properly captioned, recorded and filed
- Liaises with Management to prepare stories and features for the media about the NCRA
- Disseminates information on the NCRA's programmes and policies to both internal and external customers.
- Prepares written reports and make recommendations to address risks to the NCRA's public and internal persona

External Communications

- Develops and maintains a Corporate Communications Programme that is consistent with the strategic direction of the NCRA
- Advises the CEO /Director of Human Resource Management and Administration of opportunities and questions, recommends courses of action
- Provides presentation support including speech-writing and presentation training
- Develops and maintains a working relationship with Jamaica Information services and the Media, and assists all inspectorates and regional offices of the NCRA in placing news, features and technical articles in the media
- Collaborates with CEO /Director of Human Resource Management and Administration to devise strategies to increase the level of awareness on NCRA issues and to change negative attitudes and behaviour patterns
- Establishes linkage with NGOs, trade associations and industries regulated by the NCRA to bolster the NCRA's public relations initiatives in all sectors of the society
- Identifies opportunities for public presentation by technical and management staff on issues pertaining to NCRA
- Coordinates all information emanating from the NCRA and serves as a primary contact and spokesperson for the NCRA in matters involving the media
- Oversees the planning and direction of special events and exhibitions as appropriate, to inform the public of NCRA's regulatory issues and programmes
- Ensures that stakeholder concerns are considered

- Provides leadership and direction to the production and dissemination of publications on the NCRA
- Provides consultation to all inspectorates and regional offices regarding the use of technical consultants, photographers, etc

Media Monitoring and Content Analysis

- Assists with the development of the work plan and schedule for marketing, public relations and communication
- Daily monitoring of print and electronic media for issues relating to the mandate of the NCRA, such as talk shows
- Compiles contact information and maintain updated list of media houses and social media influencers

Employee Communications

- Plans and evaluates a comprehensive employee communications programme
- Uses a variety of methods including print, electronic and face-to- face communication methods to communicate corporate vision, mission values goals and activities to employees and to communicate appropriate information about external influences
- Ensures that employees have access to a variety of methods to provide feedback to management on issues affecting them, the NCRA and customers
- Uses communication programmes to encourage and support employees in community activities

Human Resource Responsibilities

- Assists with the implementation of system to ensure the sharing of information such as news releases, background information, etc with communicators in the parent Ministry
- Assists in organizing quarterly, semi-annual or annual meetings of NCRA's stakeholders and parent Ministry communicators

- Instructs and orients staff in the programmes and procedures as well as the NCRA's mission and goals to ensure compliance and delivery of quality service to internal and external customers
- Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to organisational goals
- Develops staff line with organisational goals to deliver effective NCRA promotion and communication service
- Keeps skills and practice up-to date in line with best practice and professional standard

REQUIRED COMPETENCIES

- Excellent oral and written communication skills
- Good planning and organizing skills
- Good interpersonal and influencing skills
- Strong ability to work in teams
- Excellent customer and quality focus skills
- Excellent time management skills
- Excellent research and analytical skills
- Excellent problem solving and decision-making skills
- Strong ability to manage external relationships effectively
- Strong goal and result oriented
- Excellent knowledge of modern public relations practices and technique

MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE

- BSc. in Mass Communication, Public Relations, Marketing or a related discipline
- MSc in relevant discipline an asset
- Minimum of three years' experience in a similar or related position in communications or public relations
- Proven experience creating targeted content is advantageous

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Typical working environment; however, exposure to aggressive or hostile stakeholders may occur
- Required to work outside of normal working hours and on weekends or public holidays in order to meet deadlines

Applications must be submitted no later than **November 13, 2026,** by **email only** to:

The Manager, Human Resources

National Compliance and Regulatory Authority (NCRA)

19 Hope Road

Kingston 10

Email: humanresource@ncra.org.jm

The subject line must state the Job position you are applying for.

Please note that while we appreciate all applications, only shortlisted applicants will be contacted.