



# CARIBBEAN PUBLIC HEALTH AGENCY (CARPHA)

## JOB DESCRIPTION

### PART A

<b>1 Job Identification</b>		<b>Duration:</b>	<input checked="" type="checkbox"/> Limited Duration <input type="checkbox"/> Fixed Term
<b>Title</b>	<b>Category</b>	<b>Grade</b>	<b>Duty Station</b>
Communications / Health Promotion Officer	P	P2	Trinidad
<b>First Level Supervision</b>	Communications Manager	<b>Second Level Supervision</b>	Director – Corporate Services
<b>Signature:</b>	<b>Date:</b> 14/10/2021	<b>Signature:</b>	<b>Date:</b> 14/10/2021

**2 Objective/Overview of the Programme**

CARPHA’s mission is to provide strategic direction, in analysing, defining and responding to public health priorities of Member States, in order to prevent disease, promote health and to respond to public health emergencies. CARPHA is currently serving as the Executing Agency for projects including the 11th EDF Programme of Support for Health Security Strengthening for Prevention and Control of Outbreaks of Communicable Diseases in the Caribbean. The specific objective of this project is to improve health security in the region, including the detection, surveillance, prevention, control and response to epidemics of Communicable diseases, such as COVID-19. The expected results of the project are as follows:

1. Increased capacity for detection, monitoring and surveillance of Communicable Diseases, including COVID-19, in the Caribbean;
2. Increased capacity of CARPHA and CARPHA Member States to respond to and manage outbreaks of COVID-19 and other Communicable diseases;
3. Strengthened public education and behaviour change programmes on Communicable diseases;
4. Strengthened regional coordination mechanisms for prevention and response to Communicable diseases;
5. Institutional capacity of CARPHA strengthened to effectively support the Caribbean in preparing for and responding to public health emergencies

CARPHA is also serving as the Executing Agency for other Projects financed by our International Development Partners (IDPs) in Regional Health Security and other programmatic areas at CARPHA.

**3 Organizational Context** *(Describe the work environment, the role of the individual within the team –team member, specialist, advisor, facilitator, coordinator/manager, representative, expert, authority in the field, etc.) available guidelines and degree of independence, nature and purpose of contact within and outside the Organization.*

The Communications / Health Promotion Officer will be engaged to support projects funded by International Development Partners (IDPs) including the 11th European Development Fund (EDF) Programme of Support for Health Security Strengthening for Prevention and Control of Outbreaks of Communicable Diseases in the Caribbean. Under the direct supervision of the Communications Manager, and in close consultation with the relevant Subject Matter Experts (SMEs) and Project Officers (from the Programme Coordination Unit), the Communication / Health Promotion Officer will support communication policy and knowledge management activities that will strengthen the promotion of the project interventions, raise awareness and information sharing among general population while using innovative and most suitable communication tools. The Officer will have responsibility for marketing and promoting the value and benefits of the Agency’s projects to its Member States and play a lead role in various campaigns designed by the Agency to communicate critical public messages to populations in CARPHA’s Member States.

**4 Summary of Responsibilities** *(may continue on separate sheet if necessary)*

**Communications / Health Promotion**

1. Develop and oversee the implementation of Communication and Visibility Plan(s) for projects including the 11th EDF Regional Health Security Projects (which will include a Monitoring and Evaluation component) to promote visibility and public understanding of the projects’ goals and results.

*Continued on page 3-4*

**Description and Classification approval**

Signature   
Title /f/Executive Director

Date 14/10/2021

## KEY BEHAVIOURAL COMPETENCIES

List and describe, in order of priority, essential competencies to perform the job

5	Leadership and Managing Public Health Organization and Practice	<ol style="list-style-type: none"> <li>1. Practices good communication internally and externally and actively participates in organizational development.</li> <li>2. Works as part of a team, supports colleagues in the achievement of the organization objectives.</li> <li>3. Understands project management techniques and adheres to the Standard Operating principles governing the monitoring of projects.</li> <li>4. Supports knowledge transfer activities and results-based activities</li> <li>5. Understands the importance of partnerships such as regional advocacy networks, laboratory networks, and communities of practice with key sectors.</li> <li>6. Understands the importance of business-process re-engineering for public health, including incorporating Health and other health technologies to improve organizational efficiency and public health effectiveness.</li> <li>7. Practices continuous improvement.</li> </ol>
	Communications for Public Health	<ol style="list-style-type: none"> <li>1. Understands the importance of the role health information plays in the region.</li> <li>2. Understands the importance that epidemiological evidence plays in supporting the spectrum of public health actors within and among CARPHA member states, and among global actors to strengthen and support local, regional and global responses to public health risks, threats, and events.</li> <li>3. Supports others in the effective communication with the local, regional and global media, including the use of social media networks.</li> </ol>
	Evidence-Based Policy and Planning, Regulation and Control	<ol style="list-style-type: none"> <li>1. Understands and supports others in producing evidence and its integration into the public health policymaking, towards achieving equity in health and health for all, including vulnerable groups.</li> <li>2. Understands the role of quantitative and qualitative research methodologies.</li> <li>3. Understands the need for application of methods such as the Halon Method of prioritization.</li> <li>4. Supports the implementation of health information systems, including critical components such as public health surveillance and control systems to address new, emerging and re-emerging diseases and public threats.</li> <li>5. Supports others in the application and conduct of health-scenarios planning, including the incorporation of impact assessment of bilateral and multilateral agreements, to public health decision-making.</li> <li>6. Supports others in the application of strategic planning methods and the development and execution of strategic plans.</li> <li>7. Supports others in the conduct of impact-evaluation of population-level intervention and health service performance.</li> </ol>
	Public Health Emergency Preparedness, Mitigation, and Response	<ol style="list-style-type: none"> <li>1. Supports responder to public health emergencies, assists in the preparedness of plans, including the use of best-practice tools to conduct hazard and vulnerability assessments, mitigation and continuity of business planning.</li> <li>2. Provides support during public health emergencies, including to emergency operations centres, incident command and control and emergency management teams.</li> <li>3. Understands the importance of multisectoral response to public health emergencies, including coordination with regional and international aid agencies for resource mobilization.</li> </ol>
	Caribbean Context and Small-Island Developing States	<ol style="list-style-type: none"> <li>1. Supports others in the implementation of population-based, health security interventions reflective of public health considerations of small-island developing states (SIDS).</li> <li>2. Understands the importance of best-practice interventions targeting the social determinants of health in the Caribbean context.</li> <li>3. Supports others in the implementation of cultural approaches to public health in the Caribbean.</li> </ol>
	Health Economics and Public Health Financing	<ol style="list-style-type: none"> <li>1. Supports others in the development of programmatic and organizational budgets.</li> <li>2. Ensures adherence to programmes within current and forecasted budget constraints.</li> <li>3. Practices cost-effectiveness, cost benefit, and cost-utility in day to day operations.</li> <li>4. Understands the importance of mobilizing funds from international and global health programs, and mobilization of funds through novel financing mechanisms such as social/health impact bonds to improve public health.</li> </ol>

**6** **Technical Expertise** *(List and describe, in order of priority, the abilities required to perform the job).*

- Ability to successfully apply the Agency's communication policies and strategies in interactions with key stakeholders in member states and international partners.
- Knowledge of project management tools and techniques.
- Sound knowledge of management principles and practices and a firm understanding of project management and planning tools.
- Excellent interpersonal, oral and written communication and negotiation skills.
- Highly organized with ability to work independently or with members of a team.
- Ability to comfortably multi-task while producing work of high quality
- Ability to adjust to changing priorities within demanding timeframes.
- Basic understanding of the macro context ("big-picture") of health development in the Caribbean region preferred.
- Ability to coordinate, proofread and edit reports.

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**Education (Qualifications)**

- Bachelor's degree (or equivalent) in journalism, communications, public relations or related field from a recognized university
- Training and/or certification in Monitoring and Evaluation will be an asset

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**Experience**

- At least 3 years' experience with responsibility for supporting the management of communications under projects. Experience gained at a regional/international organization will be an asset.
- Experience in supporting the development, management and implementation of project communication and visibility plans and strategies, including design, monitoring and reporting on performance indicators to measure the reach of communication material/products
- Knowledge and experience in the application of communication and visibility guidelines/requirements of the European Union and/or other International Development Partners
- Knowledge and experience in the use of Photoshop/InDesign and at least one video software package
- Knowledge of project management and monitoring and evaluation
- Excellent written, verbal communication and presentation skills.
- Ability to establish and function within and contribute to a collegial team environment.
- Ability to work with minimal supervision in a dynamic and challenging environment.
- Ability to multi-task and handle a high volume of work and function in a fast-paced environment.

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**Languages**

Fluency in verbal and written English.

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**IT Skills**

Proficiency in MS Office, particularly Word, Excel, PowerPoint, Outlook, Sharepoint, Pagemaker, and other desktop publishing software.

Demonstrated ability to manage the use of web conferencing platforms such as Zoom, Webex, GoTo Meetings etc.

**Continued Summary of Responsibilities...**

1. Develop, implement and monitor Health Promotion strategies and programmes in relation to public health priorities
2. Coordinate (working with service providers when needed) the production of visual communication materials using eye-catching and user-friendly narrative infographics, leaflets, videos or other data visualization techniques.
3. Coordinate (working with service providers when needed) the production of still and video footages and infographics for publication.
4. Prepare press releases for and support the Programme Coordination Unit (PCU) with the execution of project visibility events (Project Launches, Supplies Handover Ceremonies, etc), and ensure the right information/news is released in proper media mainstreams and/or social media.
5. Organize periodic project newsletters for publication including providing communication content and materials for the CARPHA websites.
6. Manage the project website of the project(s) in CARPHA's website in collaboration with the relevant Project Officers.
7. Liaise with relevant government communication officers in CARPHA Member States (including those that form part of the Regional Health Communication Network) to communicate and publish any relevant project information, news, reports, and briefs.
8. Assist internal stakeholders (Project Officers, Technical Officers, etc) with preparing and updating, speeches, talking points, presentations and public information materials.
9. Promote compliance with communication and visibility requirements of the European Union and other International Development Partners that support CARPHA's projects
10. Support the dissemination of results of surveys and evaluations of Projects.
11. Document (photos and videos) all activities and related events of the Projects.
12. Manage storage and backup of all communication materials.
13. Prepare communication and visibility plans for donor funded projects
14. Internal Communications Management
15. Support internal stakeholders with the development of 'success stories' to communicate the change being brought about through CARPHA's interventions.

16. Support the Communications Manager with the planning, design, implementation and monitoring/reporting of a Communications Plan and other communication strategies to support the work of the CARPHA.
17. Support the design and monitoring of metrics to track, measure and report on traffic on CARPHA's website, social media and other communication products/material
18. Support the Communications Manager with the design/development of performance indicators to measure the communications function of the Communications Unit, including the reach of various communications material developed by the Unit
19. Support the Communications Manager with the planning of the Unit's Annual Work Plan and other strategic planning documents
20. Undertake other related tasks that may be assigned.