





CARIBBEAN PUBLIC HEALTH AGENCY (CARPHA)

JOB DESCRIPTION

PART A

1 Job Identification

Duration: ☐ Limited Duration
☐ Fixed Term

Title	Category	Grade	Duty Station
Communications Officer (Media, PR & Publications)	P	P2	Trinidad
First Level Supervision	Communications Manager	Second Level Supervision	Director – Corporate Services
Signature: 	Date: 04/07/2024	Signature: 	Date: 04/07/2024

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. This allows CARPHA to support solidarity in health, as one of the principal pillars of functional cooperation, in the Caribbean Community.

3 Organisational 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.*

This position has responsibility for activities related to media, public relations and health promotion including research, media monitoring and reporting, and the production and distribution of CARPHA's internal and external communication. The position also has responsibility for the development and execution of a marketing and sponsorship plan for the CARPHA Annual Health Research Conference.

4 Summary of Responsibilities

- Coordinates the production of communication and health promotion materials related to regional public goods such as Caribbean Wellness Day, Caribbean Moves, Caribbean Mosquito Awareness Week and Caribbean Public Health Day.
- Works with publishers to produce internal and external CARPHA publications that are timely and consistent with the Agency's brand.
- Produces and distributes media releases, articles and other printed and digital communication assets including newsletters, brochures, and posters.
- Proof reads, edits and revises the Agency's publications including its annual report and Caribbean State of Public Health Report.
- Coordinates launches, media conferences and other media events including interviews for the Executive Director and key senior managers.
- Facilitates and/or responds to enquiries from stakeholders and maintains a stakeholder (including media) contact list.
- Researches, collects and archives media coverage of Agency-related issues and public health trends that may impact the Caribbean region.
- Monitors media and alerts Supervisor of any issues of particular significance that may generate media interest or impact CARPHA's reputation.

....Continued on page 3

Description and Classification approval

Signature
Title


Ad Interim Executive Director

Date 04/07/2024

PART B**KEY BEHAVIOURAL COMPETENCIES****List and describe, in order of priority, essential competencies to perform the job**

5	Leadership and Managing Public Health Organisation and Practice	<ol style="list-style-type: none">1. Practices good communication internally and externally and actively participates in organisational development.2. Works as part of a team, supports colleagues in the achievement of the organisation objectives.3. Understands project management techniques and adheres to the standard operating principles governing the monitoring of projects.4. Supports knowledge transfer activities and results-based activities5. Understands the importance of partnerships such as regional advocacy networks, laboratory networks, and communities of practice with key sectors.6. Understands the importance of business-process re-engineering for public health, including incorporating health and other health technologies to improve organisational efficiency and public health effectiveness.7. Practices continuous improvement.
	Communications for Public Health	<ol style="list-style-type: none">1. Understands the importance of the role health information plays in the Region.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.3. Supports others in the effective communication with the local, regional and global media, including the use of social media networks.
	Evidence-Based Policy and Planning, Regulation and Control	<ol style="list-style-type: none">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.2. Understands the role of quantitative and qualitative research methodologies.3. Understands the need for application of methods such as the Halon Method of prioritisation.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 health threats.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.6. Supports others in the application of strategic planning methods and the development and execution of strategic plans.7. Supports others in the conduct of impact-evaluation of population-level intervention and health service performance.
	Public Health Emergency Preparedness, Mitigation, and Response	<ol style="list-style-type: none">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.2. Provides support during public health emergencies, including to emergency operations centres, incident command and control and emergency management teams.3. Understands the importance of multisectoral response to public health emergencies, including coordination with regional and international aid agencies for resource mobilisation.
	Caribbean Context and Small-Island Developing States	<ol style="list-style-type: none">1. Supports others in the implementation of population-based, health security interventions reflective of public health considerations of small-island developing states (SIDS).2. Understands the importance of best-practice interventions targeting the social determinants of health in the Caribbean context.3. Supports others in the implementation of cultural approaches to public health in the Caribbean.
	Health Economics and Public Health Financing	<ol style="list-style-type: none">1. Supports others in the development of programmatic and organisational budgets.2. Ensures adherence to programmes within current and forecasted budget constraints.3. Practices cost-effectiveness, cost benefit, and cost-utility in day-to-day operations.4. Understands the importance of mobilising funds from international and global health programmes, and mobilisation of funds through novel financing mechanisms such as social/health impact bonds to improve public health.

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

- Ability to mobilise resources by initiating, developing, maintaining and leveraging partnerships with key stakeholders and international partners.
- Ability to effectively promote and articulate the Agency's role, function, programmes and initiatives in regional and international circles through the consistent application of communication policies and strategies.
- In-depth understanding of the business of the Agency.
- Knowledge of communication and marketing principles.
- Excellent interpersonal, oral and written communication and negotiation skills.
- Highly organised with the ability to work independently and harmoniously in and across teams.
- Ability to comfortably multi-task while producing work of high quality
- Strong customer focus.
- Ability to adjust to changing priorities within demanding time frames.
- Basic understanding of the macro context of health development in the Caribbean region.
- Ability to proof-read, edit and format reports and/or publications.

7 **Education (Qualifications)**

Professional qualifications as evidenced by a university degree in communications, journalism, marketing or other related field.

8 **Experience**

Minimum of 3 years of relevant experience in a regional or international organisation.

9 **Languages**

Fluency in verbal and written English.

10 **IT Skills**

Demonstrated ability to effectively use a computer and utilise software programmes such as Microsoft Office Word, Excel, PowerPoint, Outlook and the Internet.

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

SUMMARY OF RESPONSIBILITIES (Cont'd)

9. Produces quarterly and annual media reports.
10. Develops communication and visibility plans for the Agency's programmatic areas, as may be required.
11. Promotes commemoration of world public health days that are relevant to the work of the Agency.
12. Develops and executes the marketing and sponsorship plan for the CARPHA Annual Health Research Conference.

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with this post and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.