



PAPUA NEW GUINEA PUBLIC SERVICE

JOB DESCRIPTION



	SEQ. NO:	POSN. NO DFEX.005
DEPARTMENT: FINANCE	DESIGNATION/CLASSIFICATION PUBLIC RELATIONS OFFICER	Grade 15
OFFICE/AGENCY:	LOCAL DESIGNATION PUBLIC RELATIONS OFFICER - EXECUTIVE	
DIVISION: EXECUTIVE	HIGHEST SUBORDINATE N/A	POSN. NO.
BRANCH:	IMMEDIATE SUPERVISOR SECRETARY	POSN. NO. DFEX.001
SECTION:	LOCATION EXECUTIVE BRANCH – TWIN TOWER 1	

HISTORY OF POSITION		
File no.	Date of variation	Details
5 – 1 – 13	29 – 7 – 96	REDESIGN, RECLASS, RENO
6 – 1 – 23	10 – 10 – 03	No change
	25 - -2 – 10	REDESIGNED, RECLASSIFIED
	20 – 5 - 11	Rewritten in performance based template
	20.7.2011	Redesigned, reclassified according to DoF reorg

Purpose and Accountabilities of the position

- Ensure that all public communications from the Department of Finance are of the highest standard,
- Prepare, design, print and disseminate publications and other material for the Department,
- Manage and organise promotional events for Department of Finance products and service,
- To create and organise content, update and manage the Department of Finance internet and intranet website,
- To provide advice and support to the Executive in interactions with the media on Departmental or GoPNG business and to represent the Department if required in meetings with the media,
- To represent the Department as directed by the Secretary and to act as a master of ceremonies when required,
- Prepare and present briefs on topics as required by the Secretary and other members of the Executive,
- Create, manage and maintain a strong public persona for the Department of Finance in the eyes of the PNG media and public

Principal Liaisons

Internal: All members of the Department pertinent to public relations matters

External: All Departments, Statutory Bodies or entities relevant to public relations matters involving the Department of Finance

Key Areas of Responsibility

Key Result Area (1): Prepare and disseminate public statements and/or media releases on behalf of the Department

Performance standard: This will have been satisfactorily achieved when:

- The daily media, electronic and written, are monitored for issues relating to the Department or associated Departments and brought to the attention of the Executive in a timely manner
- Draft press releases are prepared for review by the appropriate member of the Executive in a timely manner
- Final documents are circulated to the appropriate media following sign-off by the delegated member of the Executive
- Costs of utilising the media are carefully evaluated and appropriate financial documentation is raised in accordance with the Public Finances (Management) Act.
- Controlled and meticulous filing system is maintained for all documentation

Key Result Area (2): Prepare draft letters, speeches, parliamentary responses etc on behalf of the Executive

Performance standard: This will have been satisfactorily achieved when:

- In-depth research on the issue at hand is undertaken to ensure that an accurate, timely and well informed draft document is prepared and provided to the relevant member of the Executive
- Draft speeches are prepared giving consideration to the topic, audience, environment and timeframe.
- Parliamentary responses are prepared following discussion with the Secretary and/or Minister as required and with all research relevant to the topic having been undertaken.
- All documents are written in high level English with strong attention to detail including grammar, punctuation and spelling.
- Provide support as Secretariat in meetings as required by members of the Executive Team.

Key Result Area (3): Document Management

Performance standard: This will have been satisfactorily achieved when:

- Publications and other printed materials are prepared, designed, printed and disseminated as required by the Department.
- Promotional events for the Department of Finance are managed and organised professionally.
- Hard copies of all documents generated by the Public Relations position will be sent to the Records Management Unit in Corporate Services for inclusion in the central document registry.
- Standardised templates for Executive correspondence, media releases, advertisements, business cards etc will be created and used without exception

Key Result Area (4): Website management

Performance standard: This will have been satisfactorily achieved when:

- Written and photographic information on the Departments website is reviewed and updated on a monthly basis
- New information is uploaded to the website
- Regular "news" updates on Department activities and achievements relevant to the public are placed on the website.
- Costs incurred by the website support service is monitored and reported on a monthly basis to the Executive.
- Any website issues are addressed as a priority to ensure the availability of accurate and relevant material at all times.

Key Result Area (5): Production of quarterly newsletter

Performance standard: This will have been satisfactorily achieved when:

- A draft newsletter is prepared and provided to the Executive for review by the first Monday of each month
- Standard content of particular columns e.g. "From the Secretary's Desk"; "Workforce Updates" etc are prepared to reflect the activities of the previous month.
- Topics of interest from Division Heads are to be acquired, drafted to a high standard and included within the newsletter.
- Final copy of the monthly newsletter to be provided to the Executive by COB of first Wednesday of each month.
- Final newsletter is circulated by efficient manual and electronic mechanisms to Headquarters, Provincial and District Treasury staff by the first Friday of every month.

Key Result Area (6): Professional conduct

Performance standard: This will have been satisfactorily achieved when:

- Punctuality and attendance is in accordance with the Department's expectations, policy and the General Orders
- Strong personal standards are displayed at all times including leading by example, professional behaviour and ethical decision making
- A high standard of personal conduct is consistently demonstrated in the workplace
- Professional standards of dress, communication and work ethic with good work outcomes, is evident at all times
- Consistent compliance with the Public Service Code of Conduct and the General Orders is demonstrated.
- Confidential and ethical standards are maintained at all times when undertaking delegated duties

Qualifications, Skills and Experiences

- A Degree in Communications or Public Relations,
- Current membership of associated professional industry bodies would be highly regarded,
- Proven work experience in the field of Public relations or similar,
- Extensive knowledge of public service executive level business process;
- Highly professional with good attitude, observe confidentiality of private official information,
- Possessing a Masters in a relevant discipline is an advantage.

Knowledge:

- Extensive knowledge of the PNG media (print, radio and television) networks and public communication requirements including having a wide network of contacts in the PNG media,
- An understanding of the role of the Department of Finance and the relevant legislation that governs its role,
- A good understanding of the PNG Public Service and GoPNG generally and an awareness of all the associated protocols involved between levels of government department/agencies,
- High level knowledge of Microsoft Office programs including Word, Excel, Publisher and Powerpoint
- Skills in web design and website production.

Skills and Abilities:

- Well-developed public speaking skills,
- Significant professional experience in all areas of electronic and written media
- Professional level of written and oral communication skills with Strong interpersonal skills

- Well-developed analytical skills to support productive research, problem solving, report writing and other issues requiring analytical investigation and response,
- Ability to provide the services of Public Relations Officer to the members of the Executive Team including,
- Proven ability to write a range of documents accurately in English,
- Demonstrated ability to organise priorities and to make sound judgements and meet deadlines while working under pressure.
- Ability to be to respond flexibly in a changing environment,
- Ability to provide effective, accurate and timely advice and service ,
- Proven ability to speak confidently in public forums,
- Proven ability to organise, manage and facilitate public relations events.

NOTE: This job description is not designed to be all-inclusive. Employee may perform other related duties required to meet the ongoing needs of the Department.

