



JOB DESCRIPTION

JOB TITLE:	Public Relations & Administration Manager
SERVICE LINE:	Administration
REPORTS TO:	Port Director
DATE CREATED:	July, 26, 2024
DATE MODIFIED:	July, 30, 2024

JOB SUMMARY

The Public Relations & Administration Manager ("PR & Admin Manager") is responsible for nurturing a strong industry network, increase organizational awareness, and develop, monitor and maintain a holistic and corporate brand identity for the Port Authority of the Cayman Islands ("the PACI") by developing, enhancing and executing strategic communication through various channels and media relation outlets. The PR & Admin Manager oversees the establishment and maintenance of a positive media relationship, and also managing the brand image of the PACI by attracting attention to newsworthy and attention worthy activities of the PACI and its customers. The post holder will prepare correspondence, write speeches, and assists with the clarification of the PACI point of view to the public. They will monitor social, economic, and political trends that may affect the PACI and provide strategies to enhance the organization's image on the basis of such trends. Additionally, the PR & Admin Manager is responsible for ensuring that the PACI continuously remains aligned with respective local and international Acts, procedures, protocols and regulations. The PR & Admin Manager will liaise with core Government and other Statutory Authorities entities, Government-owned companies, private sector suppliers and partners, as well as the media. The post holder will be a highly experienced professional public relations and administration specialist with excellent communications, managerial and interpersonal skills. The postholder is also responsible for planning, streamlining, and executing administrative work flows and procedures. They will oversee all support and clerical work for the executive management team within the PACI.

MAIN RESPONSIBILITIES & DUTIES

Public Relations

- Support the development, execution and management of the PACI's Public Relations.
- Communication plan and all matters consistent with its strategic priorities and overseeing all activities.
- Identify and manage risks, and actively seek opportunities to protect, promote and enhance the PACI's reputation across domestic and global audiences.
- Developing and implementing publicity strategies for the PACI's services, including a crisis management communication strategy.
- Plan and oversee proactive and reactive relationship with local and international media.
- Developing and implementing organizational publicity strategies for organizational events, and the development of speeches and statements for the Deputy Directors and Port Director as well as presentations and other written communication.
- Creating and managing a PR plans, including, but not limited to budgets, timelines, deadlines etc.

- Analysing all media coverage of the Port Authority and drafting appropriate responses.
- Overseeing, managing and producing content for all of the PACI's social media platforms and its event's calendar.
- Assisting with the organization of promotional events.
- Assist with the management of media inquiries and interview requests.
- Representing the PACI at press conferences, interviews, etc.
- Develop a marketing communications plan including strategy, goals, budget and tactics.
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media.
- Assist with the coordination of all public relations activities.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Monitor, analyze and communicate PR results on a quarterly basis.
- Evaluating opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Assist with building relationships with thought leaders to grow industry awareness.
- Commissioning or undertaking relevant market research and data analysis.
- Maintaining a keen understanding of industry trends affecting customers and making appropriate recommendations regarding communication strategy surrounding them.
- Dealing with enquiries from the public, the press and related organisations.

Administration

- Oversees daily support activities for executive management team.
- Plan and coordinate administrative procedures and systems and devise ways to streamline processes.
- Ensures completion of all administrative tasks.
- Encourage effective communication across the organization.
- Assist with the establishment of conduct and workflow standards across the organization.
- Remove productivity roadblocks as they emerge.
- Ensure processes and procedures comply with relevant policies and regulations.
- Assist with streamlining business operations to keep costs within established budgets.
- Ensure the smooth and adequate flow of information within the company to facilitate business operations.
- Organize and supervise other office activities (recycling, renovations, event planning etc.).
- Keep abreast with all organizational changes and business developments.

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree in Communications, Business Administration, Public Relations, Journalism, English, Communications or Marketing with a PR or Advertising concentration OR related discipline.
- Minimum of 5 – 7 years' experience as a communication or public relations practitioner.
- Experience working for or within the Cayman Islands Government or a Statutory Authority is highly desirable.
- Knowledge of local and international media landscape.
- Managerial experience in a professional organization.

- In-depth understanding of office management procedures and legal policies.
- Proven working experience in public relations.
- Proven track record designing and executing successful public relations campaigns at both a local and national level.
- Strong relationships with both local and national business and industry media outlets.
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.
- Exceptional writing and editing skills.
- Solid experience with social media platforms including blogs, LinkedIn, Facebook, Twitter, etc.
- Event planning experience.

PERFERRED SKILLS

- A confident communicator and presenter.
- Excellent verbal and written communication skills.
- Excellent organizational and planning skills.
- Have a full understanding of media needs and media relationships.
- Be proactive, reliable, responsible and accurate with an attention to detail.
- The ability to keep information confidential.
- Ability to work in high-stress environments, often for long hours.
- Highly analytical with excellent problem-solving skills.
- Superb organizational and time-management abilities.
- Self motivated with a positive and professional approach to management.
- Knowledge of Local Maritime Laws, IMO regulations, Labour Act, ISPS Code and Risk Assessment.

PERSONAL ATTRIBUTES

- Teambuilding and leadership skills.
- Friendly, honest, punctual, reliable, pleasant and willing to help where necessary.
- Able to get along with people from different levels within the organization.
- Courteous and conduct oneself in a professional manner at all times.
- Detailed oriented, discrete, diligent and dependable.
- Self-starter and able to use sound judgement.
- Possess cultural awareness and sensitivity.

ASSIGNMENT & PLANNING OF WORK

The post holder must have the initiative and drive to identify areas that require attention, the ability to work independently with minimal input from the Port Director, and the ability to plan his/her own work and the department's work to meet targets and deadlines.

SUPERVISION OF OTHERS:

Direct supervisory responsibility as indicated in PACI's Organizational Chart, as defined in the PACI Human Resources Policies and Procedures and / or as outlined in the Cayman Islands Port Authority Law (1999 Revision).

Other Working Relationships:

The Post-holder will liaise with, local and International media, media lawyers, units within the Government body, i.e. Chief Officers, Deputy Chief Officers, Departments and Public Authorities as well as the Board of Directors for the PACI.

WORKING CONDITIONS

Environment

Work is performed primarily in a standard office environment with some travel to different sites. This is a full-time position with working hours rostered up to 37.5 hours per week in accordance with the Labour Law. The postholder may be required to work extended hours before or after the regularly scheduled hours and public holidays. May be required to travel (primarily to the Sister Islands, the Caribbean, and North America).

Physical

Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation, and to verbally communicate to exchange information.

Vision

See in the normal visual range with or without correction. Specific vision abilities required by this job include close vision, distance vision, colour vision, peripheral vision, depth perception, and the ability to adjust focus.

Hearing

Hearing in the normal audio range with or without correction is required. Frequent use of speech abilities required in communicating with co-workers, maintaining radio contact, alerting workers working in/around moving equipment, constant use of hearing abilities to communicate with co-workers, monitor equipment performance, and give/receive instructions.

The Port Authority of the Cayman Islands reserves the right to amend this Job Description based on the business requirements of the Port; and will advise the incumbent of such change(s) within two weeks of the review.

AGREED BY:

Jobholder: _____

Signature: _____

Date: _____

Manager: _____

Date: _____

Port Director: _____

Date: _____