



Career Opportunity – Advertisement

Applications are invited from suitably qualified persons to fill the following position in the Executive Office, **Public Relations and Communication Unit**, Ministry of Health and Wellness.

Social Media Specialist (MCG/IE 4) (Band 8) **(Not Vacant) – One (1) Position** **(Salary: \$4,266,270.00 per annum)**

JOB PURPOSE

Reporting to the Manager Public Relations and Communication, the Social Media Specialist is responsible for implementing and maintain public relations and communication programmes designed to create and maintain a favorable image of the Ministry internally and externally through the use of the online and social media platforms.

KEY OUTPUT

- Online and Social Media strategies implemented.
- Information for website/Social Media platforms provided and updated.
- Online and Social Media Plan Completed
- Individual Work plan prepared.
- Interviews coordinated.
- Special/Annual/Monthly reports prepared.
- Meetings Attended

KEY RESPONSIBILITY AREAS:

Administrative Responsibility

- Participates in meetings, seminars, workshops and conferences as required.
- Develops Individual Work plan.
- Resides on and participates in relevant Committees as required.
- Prepares requested reports as requested.

Technical /Professional

- Promotes the Ministry through its online and social media platforms and provides report on promotional activities including analytics
- Develops and implements the MOHW's online and social media strategy by:
 - Examining content for and monitors interactions with the public via social media
 - Monitoring range of social media accounts, simultaneously
 - Helping to grow social reach, engagement, and referral traffic
 - Driving engagement and conversations to influence behavior change
 - Monitoring effective benchmarks (best practices) for measuring the impact of social media campaigns
- Coordinates the production of promotional videos, photographs, and multimedia publication for the Ministry.
- Organizes online and social media coverage for special events such as open days, visits, exhibitions, World Days and functions
- Contributes to the development of organizational documents such as operational plans, budgets etc. and producing the final booklet.
- Provides support to the Manager & Director, Public Relations & Communication in responding to enquiries from the public, media and other organizations.

- Researches and keeps abreast of current trends regarding online and social media strategies.
- Assists in developing and implementing strategies for the Ministry’s brand inclusive of its agencies, department and divisions.
- Liaises with respective officers to coordinate communication with internal stakeholders.

Other Responsibilities

- The incumbent may, from time to time, be assigned duties not specifically outlined within the job description but within the capacity, qualifications and experience normally expected from a person occupying this position.

PERFORMANCE STANDARDS

- Online and Social media strategies are developed and implemented within the agreed timeframe
- Social Media platforms updated within agreed timeframes
- Website information provided according to agreed schedule
- Individual Work plan prepared within agreed timeline.
- Special/Annual/Monthly reports prepared and submitted within the established timeframes
- Individual work plan developed and submitted within the agreed

MINIMUM REQUIRED EDUCATION AND EXPERIENCE
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- First Degree in Integrated Marketing Communication, Digital Marketing, Communications or related field from a recognized tertiary institution
- Three (3) years' experience in communications, social media content development, and brand awareness initiatives.

Applications with résumés are to be submitted no later than Friday, July 17, 2026 to:

**Senior Director
Human Resource Management & Development
Ministry of Health & Wellness
40 Knutsford Boulevard
Kingston 5
jobs@moh.gov.jm**

The Ministry of Health & Wellness thanks all applicants for their interest; however, please note that only shortlisted candidates will be contacted.