



PROTECTED AREAS COMMISSION

Terms of Reference

PUBLIC RELATIONS OFFICER

I. Background

The Protected Areas Commission (PAC), which was established at the end of 2012 following the passage of the Protected Areas Act, 2011, is responsible for establishing, managing, promoting and expanding the National Protected Areas System (NPAS) in Guyana. The NPAS comprises both urban parks, and hinterland protected areas such as the Kaieteur National Park, Kanuku Mountains Protected Area, Shell Beach Protected Area and Kanashen Amerindian Protected Area.

A Strategic Plan has been developed for the Commission which sets out a strategy for effectively managing the NPAS and provides a framework for operationalizing the PAC's mandate over the next five years. An organisational structure has also been developed based on two logical directives; technical and administrative.

As the PAC transitions into this new organisational structure, and as funds become available for the implementation of the strategic and management plans, a process of reassigning roles and responsibilities across the organisation continues. The need for a Public Relations (PR) Officer to assist in promoting the work and a positive image of the Protected Areas Commission has been identified.

I. Job Description

The Public Relations Officer will:

- Manage all public and media relations
- Develop public relations plans; publicity strategies and campaigns
- Serve as a liaison with the general public and news outlets
- Liaise and collaborate with all the Commission's departments and locations to assist in promoting PAC's work programmes and activities
- Use a wide range of media to build, promote and sustain a positive public image for the Commission and attract the public's attention.
- Be responsible for providing media management for all formal communications from the Commissioner.
- Ensure photographic records are kept for all of the Commission's activities and events.

- Prepare presentations; write, edit and review press releases and media content.
- Organise and attend promotional events such as press conferences, open days, exhibitions, tours and visits
- Speak publicly at interviews, press conferences and presentations.
- Keep up with media and public opinions as well as PR trends
- Handle any PR related issue that may arise.
- Assist in keeping the Commission's website (when developed) and Facebook page updated.
- Submit regular Public Relations reports
- Undertake any other specific duties as may be assigned from time-to-time by the Commissioner or his/her designated representative.

III. Characteristics of the Appointment

Type of Appointment: Individual

Duration: 2 years, renewable on the basis of performance

Place of Work: Protected Areas Commission,
National Park, Thomas Lands,
Georgetown, Guyana.

All Protected Areas are located in the hinterland and therefore it's expected that the successful candidate will spend at least 30% of their time working in and around the protected areas.

IV. Qualifications:

The **Public Relations Officer** should have:

- i. A Bachelor's Degree in Public Communication, Business or Media studies, Management, Marketing or related field and three years of experience in public information or public relations work.
- ii. Excellent oral, written and interpersonal communication skills.
- iii. Self-management skills including ability to prioritize workload and work independently achieving results.
- iv. Commitment to meet deadlines.
- v. Good IT and presentation skills as well as initiative, creativity and good judgement
- vi. The ability to travel frequently to remote areas of Guyana

Experience in events promotion would be an asset. Good contextual knowledge of regional, national and global conservation, protected areas and biodiversity issues would be a distinct asset.

V. Reporting:

The **Public Relations Officer** will report to the Commissioner.

VI. Compensation Package

The contract will be for a two (2) year duration and will be subject to six-month appraisals. The compensation package is negotiable but cannot exceed specific scales currently in place for Commissions.

VI. Availability

The successful candidate for the position should be available within one month of acceptance of the offer of employment.