



PERFORMANCE MANAGEMENT AND APPRAISAL SYSTEM - GOVERNMENT OF
JAMAICA
MINISTRY OF HEALTH

JOB DESCRIPTION AND SPECIFICATION

JOB TITLE:	Director of Health Promotion & Education
JOB GRADE:	MCG/IE 6
DEPARTMENT:	Health Promotion & Protection
REPORTS TO:	Director of Health Promotion & Protection
MANAGES:	Health Education Officer, Behavioural Change Communication Officer, Graphic Artist, Audio-Visual Assistant, Communication Officer, Secretary

This document is validated as an accurate and true description of the job as signified below

Employee

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date created/revised

JOB PURPOSE

To provide leadership in information dissemination, education and the promotion of health among the citizens of Jamaica as well as develop policies and programmes designed to minimise the impact of disease and achieve an optimal level of health at minimum cost.

KEY OUTPUTS

1. Educational and promotional health information disseminated
2. Programmes designed and developed to minimise the impact of disease and achieve an optimal level of health in minimum cost.
3. Appropriate communication interventions developed and Implemented with traditional educational institutions in order to change attitudes and behaviour that have a negative impact on health

KEY RESPONSIBILITY AREAS

Management Administrative Responsibility

1. Supervises and appraises performance of the staff of Health Promotion and Education Unit

Technical Responsibilities

2. Disseminates useful information to educational institutions and assists with the design and implementation of health promotion activities
3. Conducts research as needed to provide guidance on health promotion in the planning, implementation and evaluation of priority health programmes
4. Provides technical support to all health programmes in the procurement, preparation and distribution of health education/promotion materials in keeping with programme needs, e.g. Posters, pamphlets, radio programmes, T.V. Materials, videos, animation material, etc.
5. Develops and implements appropriate communication interventions to help change negative attitudes and behaviours patterns and re-inforce positive attitudes

6. Cooperates and builds alliances with other organizations and groups in order to reach all sectors of the society

PERFORMANCE STANDARDS

1. Stipulated deadlines are met
2. A national multi-sectoral programme for Health Promotion is developed and implemented
3. The annual objectives of the Health Promotion and Protection Department are achieved.

REQUIRED COMPETENCIES

Functional/Technical Competencies	Level s
Sound knowledge of Government's National and Health policies, and the associated laws and regulations.	
Knowledge of socio-cultural practices and how they impact on health	
Ability to establish and maintain cooperative working relationship with wide range of professional organizations and groups	
Ability to motivate staff set and maintains professional standards	

Core Competencies	Level s
Strong interpersonal skills	
Highly developed analytical and problem-solving skills	
Proven leadership skills	

MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE

- Bachelor Degree in Mass Communications, Education, Public Health or Special Services
Plus
- Eight (8) years working experience, at least five (5) which should be in health communications/advertising or media.

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- May be required to travel islandwide and overseas
- Numerous critical deadlines

AUTHORITY

Approve expenditure within budget limits