



The Health Services Authority is responsible for the provision and administration of primary and secondary levels of healthcare services and public health functions for residents of the three Cayman Islands through a 124-bed hospital on Grand Cayman, a 18-bed hospital in Cayman Brac, satellite outpatient clinic in Little Cayman and four District Health Centers on Grand Cayman offering the most comprehensive range of inpatient and outpatient services in a single health system in the Cayman Islands.

We invite applications for the following position:

COMMUNICATIONS OFFICER

Salary range: CI\$62,508 – CI\$84,036 per annum

The Communications Officer assists in conveying the organization's internal and external messages by providing a range of integrated communications activities (including public relations, stakeholder relations, marketing, social media, photography, etc.) to support the mission and core values of the Health Services Authority (HSA).

Primary Responsibilities: The successful candidate assists in ensuring effective communication activities for the various departments within the HSA. This includes management of various local and overseas media inquiries, updating of public information and promotional collateral ranging from digital to print products and event coordination and representation of the organization at various community, conference, and educational events. The candidate assists with the web site development and daily updating, development, and implementation of annual marketing /advertising strategies, maintains consistency of the hospital's image and brand identity and ensures legal compliance of marketing communications. Assists in the development of community outreach plans for the HSA; coverage of charitable donations and sponsorship plans and implementation. The successful candidate also fosters positive relationships with local broadcast and print media, maintaining appropriate records for all media contacts serving as media spokesperson and as a resource to senior managers and section managers on media relations guidelines and policies. Research, write and produce drafts of written materials, including news releases, healthcare advisories, fact sheets, backgrounders, speeches, and remarks, etc., and prepare presentations in order to execute the HSA's strategic plans and also to respond to issues and crises as they develop.

Qualifications and Experience: The successful candidate must have either a Bachelor's degree in communications, public relations, business administration or a health related field, with at least three (3) years' experience in a government or corporate communications environment or in a PR agency OR an applicant with eight (8) years' experience direct handling communications for a large organization which includes media relations, marketing and advertising products and services. Candidate must have strong critical thinking / analytical skills that lead to the ability to see the 'big picture', as well as nuances. This includes strong research, communication, organisational and problem-solving skills. Must have the ability to provide sound advice to persons at all levels of the HSA. The successful candidate must have a good command of Microsoft Office and related software, knowledgeable in video script writing and production process, and photography.

A remuneration and benefits package, commensurate with experience and qualifications will be offered to the successful candidate.

NOTE: Incomplete applications will not be considered. All applicants must complete and submit a HSA Application Form, via e-mail to hsa.jobs@hsa.ky using pdf format. Log on to our website at www.hsa.ky to access Application Form and Job Description.

COVID-19 vaccine is required for employment at the HSA.

Deadline for post: March 19, 2023

Job Description

Job title	Communications Officer	Job Holder	
Reports to	Marketing and Communications Manager	Section	Marketing/Communication

Background Information

The Cayman Islands Health Services Authority (“HSA”) provides and administers health care services and public health functions for residents of the Cayman Islands in accordance with the National Strategic Plan for Health.

Services are delivered primarily through the 124-beds at the Cayman Islands Hospital (the country’s principal health care facility), and the 18-beds at the Faith Hospital on Cayman Brac. Ancillary services are offered at district health centres, and clinics for dental and ophthalmologic care. Residents of Little Cayman can access care through the island’s clinic which is a purpose-built facility.

This position plays a key role in ensuring effective communications relating to events and services being offered by the entire organization whilst ensuring dissemination to the relevant audiences in a manner which best reflects the organization and its strategic objectives. The role of the communications officer is also vital in managing communications with local and overseas media to ensure concise strategic management of messaging in all aspects ranging from general inquiries to crisis response.

Job Purpose

To assist in conveying the organization's internal and external messages by providing a range of integrated communications activities (including public relations, stakeholder relations, marketing, social media, photography, etc.) to support the mission and core values of the Health Services Authority (HSA).

Dimensions

The post holder will assist in ensuring effective communication activities for the various departments within the HSA. The post holder will not have staff reporting to him/her.

- Management of various local and overseas media inquiries.
- Management and updating of public information and promotional collateral ranging from digital to print products (website, social media, printed collateral, etc.).
- Event coordination and representation of the organization at various community, conference and educational events.

Duties and Responsibilities

Marketing and Advertising:

- Assist with the development and implementation of annual marketing /advertising strategies.
- Maintain consistency of the hospital's image and brand identity.
- Ensure legal compliance of marketing communications.
- Assist with web site development and daily updating.
- Assist in the development and updating of hospital collaterals, giveaways.

Community Education and Outreach:

- Assist in the development of community outreach plans for the HSA.
- Assist in the coverage of charitable donations and sponsorship plans and implementation.
- Make recommendations on events, sponsorships/outreach.

Media Relations:

- Foster positive relationships with local broadcast and print media, maintaining appropriate records for all media contacts.
- Assist in the development of annual communications plan.
- Assist and serve as media spokesperson and as a resource to senior managers and section managers on media relations guidelines and policies.
- Research, write and produce drafts of written materials, including news releases, healthcare advisories, fact sheets, backgrounders, speeches and remarks, etc., and prepare presentations in order to execute the HSA's strategic plans and also to respond to issues and crises as they develop.
- Respond to local and international media enquiries, in order to either mitigate potentially negative media coverage, and/or to enhance the HSA's credibility.

Qualifications, Experience & Skills Requirement

The post holder should ideally have either a Bachelor's degree in communications, public relations, business administration or a health-related field, with at least 3 years' experience in a government or corporate communications environment or in a PR agency. The post holder should have a strong understanding of the HSA's operations, how outcomes are communicated. While diverse skills are necessary, the following skills are essential:

- Strong critical thinking / analytical skills that lead to the ability to see the 'big picture', as well as nuances.
- Strong research and problem-solving skills.
- Above-average written and oral communication skills.
- Strong organisational and planning skills.
- The ability to provide sound advice to persons at all levels at the HSA.

- The ability to effectively communicate HSA’s positions to persons at all levels in the private sector.
- Highly developed interpersonal skills, including the willingness and ability to be a team player.
- Ability to work to a high standard, despite the fast-paced, pressured environment.
- Good command of Microsoft Office and related software.
- Above-average knowledge of photography
- Understanding of video script writing and production processes
- Ability to assist in organizing and set up of backdrops and informational displays

Reporting Relationship



Direct reports

The post holder will not have staff reporting to him/her

Other Working Relationships

The post holder may be a part of project teams and assignments involving representatives from other sections of the HSA, as well as the private sector.

Decision Making Authority and Controls

The post holder will be expected to have the necessary knowledge and experience to assist in decision making in line with best practices in strategic and tactical integrated communications matters, within the ambit of the principal accountabilities outlined. Formal sign-offs will be referred to the Communications Manager, COO or CEO as appropriate.

Working conditions

Normal working office environment apply however it is not uncommon for the post holder to be subject to varying and unpredictable situations, many interruptions, long irregular hours, multiple calls and inquiries, meetings and be on call. The post holder is generally required to attend an array of meetings with various agencies, departments, etc.

Physical requirements

The position requires the incumbent to do repetitive tasks.

Problem/Key Features

Overall, Communication Officers challenge is to ensure measurable positive results, often under extreme pressure, while balancing messages for multiple audiences.

The HSA's small budgetary allocation for marketing/communications can limit the work of the Communications unit.

Because of the interaction with key Government agencies and industry persons, a high degree of professionalism in the post holder's comportment is expected.

Sensitive matters pertaining to healthcare which may be discussed in the public arena may likely require special communications support to ensure that there is no breach of patient confidentiality.

The ability to quickly understand and convey complex concepts for diverse audiences is vital, as is the need to practice workflow efficiency.

Because of the interaction with key Government agencies and industry persons, a high degree of professionalism in the post holder's comportment is expected.

The position requires the post-holder to effectively manage stress in a high paced environment and manage staff of various levels and from differing backgrounds and therefore must have high level, complex problem solving abilities both in groups and in one-on-one situations.

Capable of working with staff and assisting them in their continued development, as well as enhancing their performance in a supportive team environment.

The position may also require periodic work outside of normal business hours to complete assigned tasks and meet agreed deliverables. The requirements of the position are time sensitive and requires excellent planning and time management skills.

Evaluation Metrics

- Annual Public Perception Survey
- # of events and activities undertaken to promote the public image of the HSA
- Frequency of Press Release

Approved by:	Marketing and Communication Manager
Date approved:	November 2017
Reviewed:	February 2023
Next Review	
Postholder's Signature:	
Date:	