



PRIVATE SECTOR REGULATION AUTHORITY

TERMS OF REFERENCE

COMMUNICATIONS SPECIALIST – SHORT TERM

1. Background to Private Security Regulation Authority

Jamaica heavily relies on its growing private security sector to complement national security efforts, and to maintain order and safety in several public places and homes.

To ensure that the industry grows in a sustainable manner, the Private Security Regulation Authority (PSRA) was formed in 1992 to monitor and regulate the operations of organisations and individuals operating in the Private Security Industry and to facilitate a closer link between Private Security and State Security. The PSRA is responsible for monitoring and regulating security organisations and personnel, as well as private investigators and security trainers. It is an Agency of the Ministry of National Security.

The demand for private security continues to grow in Jamaica, and it is estimated that the sector contributes 1 to 3% to the island's GDP. Over 300 private security companies and more than 27,000 security personnel are currently registered with the PSRA, in comparison to little more than 16,000 personnel at the end of March 2011. There are also 160 trainers registered at the PSRA.

With the industry's growth, the PSRA must ensure that the private security industry and its professionals can thrive.

This is why the Authority has implemented several improvements to its services including:

1. The opening of an office in Montego Bay to serve Western Jamaica.
2. The launch of a Mobile Registration Unit which brings licence renewal and registration services for companies and private security personnel across the island.
3. Direct banking to facilitate easy payment of fees.
4. Online individual licence renewal.
5. Creating an online database of registered security personnel that can be selected for employment.

With these and other planned activities, it is believed that the security industry will have growth, meet the demand for its services, contribute to the national security effort, all while maintaining high standards of operations and performance.

The PSRA is seeking the services of a Communications Specialist who will develop and implement a short-term Communications Plan over the period of six months.

2. Objectives of the Consultancy

Overall, the goal of this consultancy is to build awareness of the PSRA, its various services and key successes that has happened over the past three years. This should be done through the development of a short term, effective communications plan that will be executed over a six-month period. Specifically, this consultancy will seek to:

- Build public awareness of the PSRA among a wide but defined group of audiences and user groups.
- Effectively engage with a defined group of stakeholders to advance the organisation's aims.
- Influence specific policies or policymakers around key aspects of PSRA's objectives.
- Encourage participation among key audience groups.
- Demonstrate the successes of PSRA's work.

3. Scope of Work

The Communications Specialist will develop the PSRA's short term communications and implementation plans for both traditional and digital media, along with opportunities for marketing promotions. The Specialist will also be responsible for the development and administration of the project's social media marketing. Specifically, the Communications Specialist will:

- Conceptualize and direct the development of a short-term communications plan for PSRA to integrate all media, both traditional and digital, along with, opportunities for marketing promotions; to include a landscape and target audience assessment; define target audiences; messages and media mix; resources; specific actions; activities; monitoring and evaluation of impact; success and opportunity for improvement.
- Conceptualize and direct the design of customized promotional and collateral material for PSRA (based on the proposed recommendations of the plan).
- Consult with the PSRA for event management, execution and protocol control activities, and provide artistic, branding, media and logistical support, as required and proposed in the communications plan.
- Develop news releases on the industry, with inclusion of the PSRA highlighting its mandates and goals.
- Where suitable, arrange and coordinate media opportunities and interviews.
- Provide assistance and guidance for the preparation of briefs, speeches and other informational materials, as required.
- Recommend and oversee suitable service providers for the production and execution of communications and marketing tasks.
- Manage social media marketing campaigns and day-to-day activities, including:
 - Develop relevant content to reach target audiences.
 - Create, curate and manage all published content (images, video and written).
 - Monitor, listen and respond to users.
 - Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing and social advertising campaigns.
- Oversee the design of innovative social media collateral for placement on the PSRA's existing social media platforms on Facebook and Instagram.
- Build the internal communications capacity through specialist workshops for PSRA staff on communications and social media management.

- Develop and implement systems to measure and report on impact of branding and communications activities over the six-month period.

4. Payment, Deliverables and Timelines

The Communications Specialist shall be engaged over a period of six months, with a level of effort of approximately six (6) days per month.

Deliverable	Timeline	Deadline
Monthly Report of tasks completed along with Communications Plan and Work Plan	Week 1-4	End of Month 1
Monthly Report on tasks completed including Content development and Management	Week 5- 24	End of Month 2 End of Month 3 End of Month 4 End of Month 5 End of Month 6
Completion of Training and Sensitization Session and report on same.	Week 8-9	End of Month 3

As per the Scope of Work above, other deliverables may include, events management support and the development of program-specific collateral materials, which will be executed on an as-needed basis.

5. Reporting

The Communications Specialist will report to the Executive Director, or their designate. It is also expected that the Communications Specialist will work closely with an internal PSRA team member, for the coordination and execution of all communications activities

6. Applications

Interested individuals should submit their CVs and profiles including examples of previous work via email to applications@psra.gov.jm 3:00 p.m., Friday, February 28, 2023.

We appreciate all interest in this consultancy, but only shortlisted candidates will be contacted.