



**TOBAGO REGIONAL HEALTH AUTHORITY
HUMAN RESOURCES DEPARTMENT
JOB DESCRIPTION**

Job Title	General Manager, Corporate Communication and External Affairs
Department	Communications
Reports to	Chief Executive Officer
Head of Department	General Manager, Corporate Communication and External Affairs
Supervision Provided to	Manager, Internal Communications Manager, Public Relations and External Engagement Executive Administrative Assistant

JOB SUMMARY

The General Manager of Corporate Communication and External Affairs to provide strategic leadership for the organization’s public image, strengthening stakeholder relationships, and leading strategic communication initiatives. This role oversees internal and external communications, brand reputation, media relations, corporate social responsibility, and government or regulatory engagement. The position ensures consistent messaging, supports executive leadership, and builds trust with employees, partners, community groups, and the general public.

PRIMARY DUTIES & RESPONSIBILITIES

Category	Duties & Responsibility
Strategic	<p>Oversees strategic initiatives of the department:</p> <ul style="list-style-type: none"> • Oversees and directs the overall corporate communication and external affairs strategy in alignment with the Authority’s strategic plan and regulatory obligations. • Provides advise to executive leadership on communication risks, opportunities, and reputation management • Serves as a key advisor on public affairs, stakeholder perception, and crisis communication. • Oversees and approves the frameworks for the function of the departments • Oversees and approves potential policies in alignment with strategics and operational goals
Operational	<p>Oversees and directs the activities of the department:</p> <ul style="list-style-type: none"> • Oversees internal and external communications including official statements, speeches, media releases, digital platforms, and employee communications

	<ul style="list-style-type: none"> • Oversee media relations, including press releases, crisis communication, interviews, and proactive reputation management. • Oversee stakeholder engagement, including government agencies, regulators, community organizations, and industry partners. • Oversees internal communications to ensure employee alignment, engagement, and effective leadership messaging. • Oversee brand management, ensuring consistency across all channels and strengthening the organization’s public trust and visibility. • Ensures consistent brand identity and messaging across all communication channels.
Fiscal	<p>Oversees departmental expenditures:</p> <ul style="list-style-type: none"> • Develops and manages the departmental budget and ensures expenditures align with organizational goals and financial constraints. • Provides oversight of departmental budgets, ensuring cost effective use of resources and value for money. • Monitors spending on all initiatives, projects and partnerships to prevent overruns and identifies cost-saving opportunities. • Participates in strategic financial planning for potential business development and partnership opportunities • Collaborates with executive leadership team to forecast revenue, allocate resources, and plan capital investments • Monitors expenditures related to communication campaigns, media engagement, branding initiatives, and external consultants.
People	<p>Manages and supervises staff:</p> <ul style="list-style-type: none"> • Leads, mentors, and develops senior managers and multidisciplinary teams across procurement, supply chain, and technology. • Promotes a performance-driven, collaborative, and accountable culture aligned with the Authority’s values. • Builds leadership capacity and succession planning within critical operational and technical functions. • Provides coaching and mentoring to staff by offering feedback, advice and guidance to help employees develop • Ensures employees adhere to established policies, procedures, rules and regulations • Recommends training and developmental needs for staff by reviewing previous training participation and by monitoring the execution of duties to identify areas of improvement • Facilitates the execution of work by requesting resources for staff • Manages availability of staff by reviewing and authorizing applications for leave • Conducts performance appraisals by assessing staff performance and expected outputs in accordance with established guidelines and procedures

People	Liaise with internal and external stakeholders: <ul style="list-style-type: none"> • Builds and maintains relationships with internal stakeholders to support delivery of initiatives and gather feedback • Collaborates with external stakeholders to provide advice, collaboration and support on matters
Reporting & Compliance	Prepares and communicates strategic reports <ul style="list-style-type: none"> • Provides executive level reporting to the Chief Executive Officer, Senior Leadership, and Board as required. • Prepares reports for ad hoc requests on matters related to projects and initiatives to internal/external stakeholders

QUALIFICATIONS & EXPERIENCE

- Master’s degree in Communications, Public Relations, Business Administration, or related field;
- At least ten (10) years progressive experience in corporate communication or public affairs, with at least five (5) years in a senior management role.
- Experience working in a public sector environment would be an asset.
- Experience working in a health care environment would be an asset.

KNOWLEDGE, SKILLS & ABILITIES

- Specialist knowledge of corporate communications, public relations, media relations, and brand management
- Strong leadership, people-management, and strategic planning skills
- Strong ability to build and maintain effective relationships with internal and external stakeholders
- Specialist oral and written communication skills
- Specialist report writing skills
- Specialist skills in the use of computer software such as Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), OneDrive, and SharePoint
- Specialist supervisory skills
- Specialist interpersonal skills
- Specialist coaching/mentoring skills
- Specialist skills in leading and motivating people
- High level of integrity, attention to detail, and confidentiality
- Demonstrated ability to manage high-profile issues and sensitive information

SUPERVISORY RESPONSIBILITIES

Directly	Indirectly
<ul style="list-style-type: none"> • Manager, Internal Communications • Manager, Public Relations and External Engagement • Executive Administrative Assistant 	All staff members within the Communications Department

KEY RELATIONSHIPS & CONTACTS

Internal	External
<p>Chief Executive Officer</p> <ul style="list-style-type: none"> To seek approvals, provide updates on matters that were referred to the department To obtain feedback and guidance on matters To receive instructions, directives and tasks <p>Executive Management Team</p> <ul style="list-style-type: none"> To coordinate on cross-departmental initiatives <p>Direct Reports</p> <ul style="list-style-type: none"> To assign tasks and duties To provide guidance and advice in the execution of duties and responsibilities <p>Department Heads</p> <ul style="list-style-type: none"> To obtain information and feedback To collaborate and inform on project activities <p>Finance and Accounting</p> <ul style="list-style-type: none"> To obtain information on the status of departmental, initiative, project and other expenditures 	<p>Media organizations, Community groups, Industry partners, External consultants and agencies</p> <ul style="list-style-type: none"> To collaborate on strategic initiatives To facilitate crisis and brand management activities <p>Tobago House of Assembly, Division of Health & Wellness, Other Regional Health Authorities, Government Entities</p> <ul style="list-style-type: none"> To collaborate on strategic initiatives To request information on releases To obtain feedback and guidance To submit key reports when requested

KEY OUTPUTS & ACCOUNTABILITY

Accountable to	Output	Frequency
Chief Executive Officer	<ul style="list-style-type: none"> Provides monthly reports on department initiatives, media and stakeholder engagement 	Monthly
	<ul style="list-style-type: none"> Maintains the corporate communication and external affairs strategy Provides input into the creation of the strategic and operational plan 	Annually
	<ul style="list-style-type: none"> Submits reports and memos on official matters Provides information on staff and other matters 	Ad Hoc/ As Needed

	<ul style="list-style-type: none"> • Collaborates and provides updates to executive management and department heads on impacted initiatives • Activates crisis communication and reputation management plans when required 	Ad Hoc/ As Needed
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WORKING CONDITIONS

Condition	Description
Environmental	Work is typically performed in a normal work environment with little to no environmental demands
Physical & Travelling	<ul style="list-style-type: none"> • Regularly works at a computer for extended period of time in a seated position • Regularly exposed to rays from computer monitors that may lead to eye strain • May require local, regional and international travel and attendance at public or official events
Mental & Stress	<ul style="list-style-type: none"> • Regularly concentrates for long hours in front of a computer screen • Regularly manages tight deadlines brought about by project demands • Regularly coordinates and performs simultaneous activities • Regularly interrupted during activities (e.g. phone calls, meetings, etc.)
Special Requirements	<ul style="list-style-type: none"> • Occasionally required to work overtime, public holidays, and weekends during critical operational and administrative matters • Completion of a yearly medical examination to determine fitness for duty, including drug testing as deemed appropriate