



## Public Service Pensions Board

**Job Title:** Manager, Communications & Public Relations  
**Functional Group:** Pension Administration, Management and Member Services (PAMS),  
Communication and Public Relations Department  
**Reports to:** Chief Pensions Officer  
**Date of Current Version:** 8<sup>th</sup> November 2025

### JOB SUMMARY

The Manager, Communications & Public Relations (PR) is responsible for the overall development and execution of the multi-year communications, stakeholder relations and public relations strategy for the Public Service Pensions Board (PSPB). This requires the incumbent to develop and implement all internal and external communications, as well as PR events and activities, to ensure the PSPB messages are unified and consistent with the organization's values and strategies. Further, this role will act as a lead representative for the Board of Directors and Authority's chief officers in stakeholder engagement capacities. The incumbent will consult with staff, managers, and executives on the development of the PSPB communications and PR strategy and will coordinate the delivery of all the PSPB communications with functional groups and determine the best approach for effectively communicating and serving plan members. The Manager, Communications & PR will also be responsible for producing high-quality content that engages plan members and builds brand recognition.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Communication and Stakeholder Relations Leadership

- Responsible for the development of the Authority's multi-year communications, stakeholder relations and PR strategy and from that, the annual communications plan. This is completed in collaboration with the Chief Pensions Officer (CPO) and Chief Executive Officer (CEO) and the annual plan include a plan for annual digital and social media deliverables, ensuing alignment to the PSPB strategic goals and objectives and functional budget.
- Development of an annual organizational stakeholder engagement plan that supports the multi-year strategy that details deliverables relating to partnerships, community relations and member engagement.
- Supervises all relevant contractors in the sphere of communications, and special projects when necessary. Also responsible for supervising any other PSPB staff that would assist with public relations, communications and events management needs.
- Consults with staff and managers on the development of the PSPB communication and PR strategy, conducts related research and monitors progress and outcomes and success of the strategy.
- Develops, in collaboration with the CPO and CEO, effective communications and PR policies and procedures and Key Performance Indicators (KPIs). Further, the incumbent develops ongoing measurement metrics that can demonstrate communications success over multiple years to show impacts of the communications strategy.
- Based on KPIs, the Manager provides strategic quarterly reports on successes of the communications strategy and areas where opportunities exist for improvement and adjustments to ongoing annual campaigns to address measurements.

- Acts as the brand champion and designs campaigns aligned with the brand to target specific audiences, reviews campaign performance to report on outcomes and success and shape the direction for future programs. This means the Manager is responsible for the quality of the standard communications issued by the Authority and acts as a final review on all key matters representing the PSPB.
- Develops an annual budget and forecast for the communications for the PSPB and outlines the specific costs and value for money relating to all deliverables outlined in the communications strategy.
- Leads the development of the Authority's business plan drafting and approval, working collaboratively with chief officers within the PSPB.
- Leads the drafting, design and production of the PSPB's annual report, working with the Finance and Operations functional groups to ensure there is consistent, accurate, and up-to-date information available to stakeholders. Further, the Manager develops materials to support the annual report being presented to Cabinet and approved in Parliament.
- Responsible for all stakeholder relations events for the Authority based on the multi-year communications strategy. This includes planning, leading, and executing all public events for the PSPB, including leading design elements, liaising with the community, coordinating the involvement of stakeholders, and securing media coverage.
- Organizes stakeholder engagement events and monitors stakeholder engagement levels based on agreed metrics to determine if additional outreach is required or if any changes to an existing communications campaign is necessary. This requires the Manager conducts regular focus groups with plan members and key external stakeholders to understand the effectiveness of the multi-year communications strategy and individual deliverables and initiatives.
- Interacts with stakeholders on various projects throughout the month including the Board of Trustee (the Board) members, the Portfolio of the Civil Service (PoCS), Members of Parliament (MPs) and other key internal and external stakeholders.
- Plans and delivers relevant and engaging pension communications material to ensure consistency in messaging and customer experience across all channels, including member and employer online portals. The Manager is responsible for all print materials, including member information sheets, pension plan handbooks, bite sized education documents for HR teams as well as members and other key resources that share pension plan information.
- Monitors pension communication market developments and applies these to PSPB, as appropriate, to promote continuous improvement in the quality and effectiveness of plan communications.
- Develops and facilitates ongoing annual communications related training for PSPB staff and management to educate on communication practices.

#### Multimedia Internal and External Communications

- Leads all employer and member presentations about the PSPB with participating employers and other interested stakeholders. This requires creating presentation content for a wide range of matters and delivering material to audiences. The Manager must be able to act as a technical expert based on the information they present on behalf of the PSPB.
- Manages media calls directly or initiated by managers, writes press releases for local/national media, adapts press releases for Caribbean syndication, and develops relationships with key media outlets to secure and grow media coverage both online and offline.
- Authorized to engage directly with the media and speak officially on behalf of the PSPB.
- Works together with media houses and suppliers to develop materials and deliverables that meet the desired outcomes of the PBPB.
- Monitors press stories relating to pensions, savings, the PSPB, and its brand to maximize opportunities for positive PR and mitigate any negative PR.
- Accountable for the overall design, layout and content of the PSPB website. The Manager will frequently update and maintain the PSPB external website, member and employer portal content and any internal sites.
- Leads the execution of an annual social media plan to develop coverage, posts, reach and branding on all applicable social media sites for the Authority.

- Produces and/or reviews major correspondence initiatives such as Authority statements, letters, circulars, forms, and other correspondence, including individual, bulk, and special items.
- Produces quarterly publications, cabinet papers, and speaking notes and is responsible for delivering investment communications reporting as needed.
- Leads multi-media campaigns for matters such as video development, from storyboarding concepts, to providing technical outputs and voiceovers, and ensuring deliverables are in line with the PSPB brand.

#### Other Responsibilities

- Attends meetings with the executive management team and presents on communications initiatives and outcomes from measurements of the communications strategy.
- Conducts research and keeps abreast of pension administration best practices, technology, industry trends and developments, and relevant changes to the legislative and financial regulatory environment to support with internal and external communications.
- Must be familiar with and conduct activities in accordance with PSPB's policies and procedures, standard operating procedures, the PSPB Risk Register as well as relevant laws, acts and government regulations, such as the Data Protection Act, and Freedom of Information Act.

#### **QUALIFICATIONS AND EXPERIENCE**

- Bachelor's degree in Communications, Public Relations, or related field.
- Minimum of ten (10) years of experience in communications, marketing, or advertising with experience in project management with in-house communication production is required; experience working with external suppliers is preferred.
- Experience in executing digital communications media campaign and creating content for social media.
- Proven success designing and executing communications and PR strategies and campaigns.
- Demonstrated experience in establishing measurement components for communications plan.
- Experience creating targeted content and website design is preferred.

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Bachelor's Degree in Communications, Marketing, Business or related subject area and/or significant communication industry experience.
- Knowledge and skilled in industry specific marketing and communications concepts, understands local government operations, and of public service pensions including the operations and culture of the PSPB.
- Ability to meet targets and milestones for critical projects by allocating and prioritizing tasks effectively, coordinating project staff, and managing multiple projects simultaneously.
- Ability to manage project budgets and financial reporting.
- Service and results driven mindset with effective analytical capability, critical thinking, conceptual skills, problem solving, decisiveness, and independent judgement with an ability to review, analyse and resolve most complex technical issues with attention to detail.
- Excellent planning, time management, delegation, and organizational skills with the ability to work on own initiative and develop own work schedule and work to implement deliverables outlined in the communications strategy, business plan, budget, and any project plans.
- Ability to work independently or in collaboration with the CPO and CEO to develop communications and PR policies, strategy decisions, materials, and direction.
- High level of maturity, authority, professionalism, integrity, tact and diplomacy, commitment, consistency, dependability, fairness, and confidentiality.
- Excellent written and verbal communication skills including both technical and business writing, documentation and presentation skills, PR, and digital and social media skills.
- Strong interpersonal skills including active and empathetic listening ability to effectively share data driven recommendations with leaders.
- Creative and innovative with the ability to think broadly and take new information and translate it effectively into new or refreshed communications aligned to the PSPBs brand.
- Effective negotiation skills and ability to influence and build consensus at senior levels.

- Agile and adaptable with the ability to deliver transformative change and thrive in an environment of pressing deadlines and constantly changing conditions.
- Ability to build strong relationships, consult, and lead meetings with stakeholders.
- Strong drive, enthusiasm, and an outstanding work ethic.
- Technically savvy and proficient in common office software such as MS Office suite (Word, Excel, PowerPoint, and Outlook), desktop publishing and multi-media design software (such as Adobe Creative Cloud), familiar with website design, digital and social media tools, and comfortable learning new technology tools.

#### **WORKING CONDITIONS**

- The incumbent will be expected to perform the essential functions and duties of the job under normal working conditions and standard business working hours.
- Flexibility to work beyond the normal work hours such as on evenings and/or weekends as necessary to complete required duties and functions and meet deadlines.
- Must have the ability to sit or stand while working for extended periods of time.
- The incumbent must be able to carry out and complete their work with frequent and varied interruptions.
- Attend in person and virtual meetings with clients and stakeholders.
- Travel to Cayman Brac for up to 5 (five) working days per year to provide Communications and Public Relations support.
- Works independently developing own work schedule and leads project team members as applicable including providing guidance, allocating and reviewing work, running meetings related to communications and PR