



JAMPRO
TRADE & INVESTMENT JAMAICA

CAREER OPPORTUNITY

Senior Communications Officer Content Strategy

Job Scope

The Senior Consulting Officer – Content Strategy will be the Corporation's primary resource in developing promotional and editorial content to actively promote the story of business in Jamaica across all promotional channels.

Key Responsibilities

- Develop content strategies and editorial content for JAMPRO and Do Business Jamaica, working with internal and external stakeholders
- Work with sector manager/teams and regional teams throughout the Corporation to create editorial content that drives the country's business narratives
- Establish, maintain and continuously optimize the style and tone guidelines of generated content
- Explore new formats and channels to extend the Corporation's insights further, such as developing podcasts, video series, etc.
- Build editorial partnerships with the media (local and international), external industry groups, industry publications and clients.
- Develop and manage the Corporation's editorial calendar to create optimal engagement of potential and existing audiences
- Draft communication on all the Corporation and Country's major business initiatives and disseminate through appropriate digital and media channels as agreed
- Track and analyze content performance against departmental goals and the corporation's objectives
- Act as a key liaison between JAMPRO and providers of media support services
- Preparation of briefs, speeches and other informational material as required
- Prepare monthly, annual and ad hoc reports as required.
- Represent JAMPRO at national and international fora
- Perform any other related functions assigned by the Manager, Integrated Marketing Communications

Qualifications, Experience and Key Competencies

- Graduate Degree in Media/Communications, Marketing, Journalism or related equivalent
- At least five (5) year's work experience in digital marketing or public relations
- Experience managing media campaigns
- Proficiency in Adobe Creative Suite
- In-depth knowledge of JAMPRO's corporate plan and communications strategies, in addition to corporate communications principles and developing digital content strategies
- Understanding of SEO and its ability to guide content creation and strategy
- Creativity and innovation in developing marketing strategies to disseminate content
- Excellent leadership skills and high emotional intelligence
- Proven capacity for multi-tasking, meeting deadlines and working on own initiative
- Excellent oral and written communication skills
- Excellent report writing skills, multimedia, and computer skills
- Strong networking skills

**Qualified applicants are invited to submit letter and résumé by
October 2, 2022 addressed to:**

Manager, Human Resources

JAMPRO Email: vacancies@jamprocorp.com

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on the JAMPRO Website for full posting**