



CAREER OPPORTUNITY

Position

Senior Communications Officer – Digital Marketing Communications

Job Scope

Working in close consultation with the Manager, Integrated Marketing Communications and liaising with internal and external stakeholders, the Senior Communications Officer- Digital Marketing Communications will leverage the power of digital promotions and JAMPRO's marketing communications strategy to generate new business enquiries and global press mentions of JAMPRO by nourishing and stimulating conversations around key sectors of focus (including business opportunities) and doing business in Jamaica. This role will lead on managing JAMPRO's digital assets and developing JAMPRO's image in the global marketplace via the JAMPRO website and social media channels by generating impactful artwork, written articles, features and videos for use in all media formats.

Key Responsibilities

The incumbent is expected to perform a range of duties that are necessary to effectively support the departments and by extension the organizations programmes. These include but are not limited to the following:

Digital Marketing:

- Create discussion forums and blogs around JAMPRO focus sectors to stimulate discussion on Jamaica's business advantages and opportunities to generate enquiries from international interests
- Create innovative editorial content to stimulate debate on key focus sectors to position JAMPRO as a thought leader in the Global business space
- Edit and supervise content posting to the main JAMPRO website and corollary sites.
- Edit and supervise content posting on JAMPRO's digital assets
- Conduct relevant content audits for all JAMPRO's digital assets and supervise updating as required
- As per Website Governance Protocols, coordinate content inputs from departments across JAMPRO and key external partners and stakeholders
- In keeping with marketing objectives, execute strategic content development of the website and implement social media activations, manage live events, i.e. webinars, etc.
- Develop editorial policies, copyright, data protection and best practice to establish and maintain JAMPRO's website as a cutting-edge marketing tool
- Keep abreast of emerging web technologies through relevant blogs, list serves, and events

Editorial:

- Produce as per an editorial calendar, at the direction of the Manager, Marketing Communications and/or the Vice President - Marketing, written content for media releases, news articles, regular columns, corporate and business profiles, speaking notes and briefs, corporate newsletters etc.
- Edit and proof content for JAMPRO publications, e.g. Annual Report, Corporate and business profiles, corporate newsletters, etc.; and the JAMPRO Website and related sites
- Coordinate the content development for internal newsletters and blogs



JAMPRO
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- Conduct research as required
- Perform any other related functions assigned by the Manager, Integrated Marketing Communications

Qualifications, Experience and Key Competencies

- Master's degree in communications, Media, Marketing, or Business Administration
- Extensive Journalism/Publishing training and experience
- 5-7 years' experience in a corporate business, journalism, media or advertising environment.
- Ability to produce high quality writing/editorial outputs under consistently tight deadlines
- Deep understanding of digital communications
- Strong marketing knowledge
- Strategic communications and social media networking skills
- In-depth knowledge of JAMPRO's corporate plan and communications strategies, in addition to general reputation management and corporate communications principles
- Knowledge of web and multimedia communications
- Knowledge of web and info-graphics design concepts
- Excellent oral and writing skills
- Specialist in Writing for Business and the Web
- Excellent time management and organizational skills
- Excellent Information gathering, research and analytical skills
- Ability to work in a strong team construct

Qualified applicants are invited to submit letter and résumé by August 2, 2023 addressed to:

Manager, Human Resources

JAMPRO Email: vacancies@jamprocorp.com