



JAMPRO
EXPORT AND INVESTMENT JAMAICA

CAREER OPPORTUNITY

Position

Vice President Marketing & Opportunity Packaging

Job Scope

The Vice President of Marketing and Opportunity Packaging provides leadership, direction, and resource stewardship to the organization's Marketing and Opportunity Packaging initiatives. The Vice President is accountable for aligning JAMPRO's overall marketing strategy, the research and opportunity packaging portfolio, channel promotions and initiatives, Economic Diplomacy strategy and consular and diaspora objectives with the country's national vision.

Key Responsibilities

- Develop initiatives and campaigns to raise Jamaica's local and international profile as a business destination
- Develop initiatives and campaigns to raise awareness of JAMPRO's services, plans and achievements in a bid to increase the organisation's positive image
- Devise and implement a channel marketing strategy for JAMPRO and Jamaica aligned to the organisation's strategic plan and sector marketing plans
- Develop and implement channel campaigns to meet agreed targets
- Develop and oversee the social media strategy for the organization, and intermittently update as required
- Generate packaged investment projects and opportunities for direct engagement of potential investors
- Drive and promote investment in business opportunities and packaged investment projects.
- Oversee the development of research interventions based on information requirements of the organization and its clients, including due diligence research and research on potential clients
- Function as the lead and provide oversight for all external communications (i.e. speeches, presentations, collateral material, corporate publications, etc.)
- Develop and oversee the implementation of targeted market development roadmaps by JAMPRO's Regional Offices in keeping with agreed sector promotional strategies
- Develop and oversee the implementation of JAMPRO's Economic Diplomacy Strategy
- Oversee the development and execution of promotional activities being undertaken in discrete sector areas
- Develop and manage Divisional budgets as a part of the Agency's corporate plan and budget, including oversight of required procurement activities
- Represent JAMPRO at local and international client or stakeholder meetings and other fora.



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- Perform other related functions as assigned by the President

Qualifications, Experience and Key Competencies

- Advanced Degree in Media/Communications, Marketing or related equivalent qualifications/training
- At least 5 years' work experience at a senior management level in Corporate Communications, Media, Marketing or Business in the private or public sectors.
- Working experience with overseas-based offices would be an asset
- Advanced critical thinking, research and analytical skills
- Excellent oral and written communications skills
- In-depth knowledge of business communications, reputation management principles and best practices and New Media
- Knowledge of country/destination branding theory and practice
- Excellent organizational and events/project management skills
- Knowledge of multimedia, spatial and display design concepts
- Excellent leadership and teambuilding skills
- Proven capacity for multi-tasking, meeting deadlines and working on own initiative
- Strong networking skills
- High emotional intelligence

Qualified applicants are invited to submit letter and résumé by December 8, 2024 addressed to:

Manager, Human Resources

JAMPRO Email: vacancies@jamprocorp.com