



## **VACANCY – SENIOR CORPORATE COMMUNICATIONS OFFICER**

Applications are invited from interested and suitably qualified individuals for the position of **Senior Corporate Communications Officer, FortisTCI**, Providenciales, TCI.

### **Description**

Serves on a dynamic and innovative corporate communications department that builds strong partnerships with various stakeholders. Creates effective internal and external communications and digital marketing strategies, coordinates a robust corporate social responsibility program, maximizes the use of digital and social media channels and ensures that the company consistently projects a favorable image.

The incumbent is responsible for leading the Company's digital marketing and social media strategies and supporting communication programs and projects that increase brand awareness, customer satisfaction and stakeholder engagement. The incumbent will also play a key role in creating advertising programs while assisting with various day-to-day corporate and executive functions as directed by the Manager and/or the Director of Corporate Communications.

### **Main Duties & Responsibilities**

- Write, edit and produce internal and external communications, including but not limited to press releases, social media content, advertisements, feature articles, short stories, audio/video broadcasts, fact sheets, e-blasts, SMS blasts, customer notices, and newsletters with a high level of creativity, storytelling and attention to detail.
- Assist the Manager and/or Director of Corporate Communications with the development and implementation of the annual multi-stakeholder corporate communication and crisis communication plans.
- Manage the company's social media pages; Support the development and deployment of a content strategy. Create and manage digital marketing campaigns and produce unique, engaging content.
- Monitor local and regional media (TV, Radio, Print & Digital), to ensure the Company's brand and image is maintained and to ensure any FTCI adverts are running on schedule.
- Monitor social media and website analytics, and produce monthly reports with data analysis, along with campaign specific reports.
- Coordinate and conceptualize video-based projects and oversee the post-production editing process to ensure a high-quality end-product.
- Support the planning and execution of internal and external events and activities throughout all service territories.
- Working independently and with graphic designers, develop concepts for graphic projects, and campaign development. Support the design process and production of the final product. These include but are not limited to posters, screen savers, presentations, signage, billboards, certificates, invitations, infographics and other visual assets.
- Coordinate photographer bookings for corporate events and other projects and render support as an in-house photographer where needed.
- Support the development of advertising campaigns inclusive of ad copywriting.
- Manage the company's websites to ensure functionality, and regularly develop, maintain and update website content.

- Support the set-up and deployment of messages on various internal and external communications platforms and tools.
- Support stakeholder engagement programs and support the monitoring of inward and outward sponsorships.
- Stay abreast of emerging technologies and digital marketing trends and embed these new technologies when developing campaigns where feasible and effective.
- Develop and manage projects, adhering closely to deadlines and budget.
- Support the Corporate Communications and Executive Services departments with any other duties as assigned.
- Job duties will require flexibility and working outside regular business hours, including working off-site.

**Academic/Technical/Management Experience & Qualifications:**

- Bachelor’s degree in Mass Communication, Journalism, English, Public Relations, Advertising, or Marketing.
- Three to five years of experience with increasing levels of responsibility in communications or digital marketing, including copy writing, editing, content marketing, corporate social programs and event planning, stakeholder and media relations, and interviewing.
- Experience building and sustaining relationships with various stakeholder groups
- Experience with managing and publishing newsletters, magazines, news bulletins and website management
- Graphic design, videography and photography experience a plus
- Must be proficient in online advertising, targeting, including Google Ads
- Experience in leadership or managing a team a plus
- Proficient in Microsoft Office programs; Adobe Photoshop, Illustrator, InDesign, Premier
- Must be fluent in the English language. Creole and Spanish a plus

**Abilities and Skills:**

- Superb written and verbal communication skills
- Excellent editing and proofreading skills
- Exceptional organizational and planning skills
- Active team player, confident, creative and resourceful
- Ability to multitask and manage multiple projects happening simultaneously while also meeting deadlines
- Ability to build relationships with stakeholders at all levels

**Salary commensurate with experience and qualifications.**

**Deadline for submission of applications is January 30, 2023.**

**Claudia Munnings**  
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