



VACANCY – CORPORATE COMMUNICATIONS OFFICER

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

Description

- Serves on a dynamic and innovative corporate communications team that builds strong partnerships with various stakeholders. Creates effective internal and external communications and digital marketing strategies, helps to coordinate a robust corporate social responsibility program, maximizes the use of multimedia channels and ensures that the company consistently projects a favorable image.
- The incumbent is responsible for supporting the Company's communications strategies and related programs and projects that increase brand awareness, customer satisfaction and stakeholder engagement. The incumbent will also play a key role in creating advertising programs and supporting the implementation of the annual multi-stakeholder corporate communications plan. The incumbent will assist with various day-to-day corporate and executive functions as directed by the Manager and/or the Director of Corporate Communications

Main Duties

- Write, edit and produce internal and external communications, including but not limited to social media content, advertisements, feature articles, short stories, audio/video broadcasts, fact sheets, e-blasts, SMS blasts, and newsletters with a high level of creativity, storytelling and attention to detail.
- Working independently and with graphic designers, develop concepts for graphic projects, and campaign development. These include but are not limited to posters, social media graphics, screen savers, presentations, signage, billboards, certificates, invitations, infographics and other visual assets.
- Manage the company's social media pages; Support the development and deployment of a content strategy within assigned areas. Create and manage digital marketing campaigns and produce timely, unique and engaging content.
- Support the delivery of internal PBX system broadcasts, and any other types of broadcasts as assigned, to ensure employees are kept abreast of developments across the company.
- Manage the publication design and support the editorial development of the company's internal newsletter on a monthly basis and other ad hoc bulletins to ensure a high-quality, consistent and on-time end product.
- Monitor social media and website analytics, and produce monthly reports with data analysis, along with campaign specific reports. Support the planning and execution of internal and external events and activities throughout all service territories including details event planning checklists. These include events, conferences, programs and any other relevant initiative.
- Coordinate videographer bookings for corporate events (internal, external, or where assigned/needed) and other projects and render support as an in-house photographer where needed.
- Support the set-up and deployment of messages on various internal and external communications platforms and tools.
- Generate a content roadmap, coordinate and conceptualize video-based projects and oversee the post-production editing process to ensure a high-quality end product.
- Coordinate incoming requests for student plant tours and conference room usage from external entities and where approved, coordinate with the requestor and lead any internal logistic requirements.
- Support the dissemination of press releases and other related content via external channels, and generate photo stories with supporting narrative to maximize contracted advertising spaces.
- Coordinate the production and printing of branded collateral including but not limited to leaflets, brochures, posters, flyers, programs, signage, publications and large format displays.
- Ensure in-office visual/branding elements including slideshows, screen savers, awards, visual montages, wall signage are kept updated as required.

- Manage the company's websites to ensure functionality, and regularly develop, maintain and update website content.
- Serve as an on-camera talent for video productions where needed, and as a voiceover talent for radio commercials and other projects, where needed.
- Stay abreast of emerging technologies and digital marketing trends and embed these new technologies when developing campaigns where feasible and effective.
- 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 and 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, graphic design, 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 is a requirement.
- Must be proficient in online advertising, targeting, including Google Ads
- Experience in leading or managing a team a plus
- Proficient in Microsoft Office programs; Adobe Photoshop, Illustrator, InDesign, Premiere Pro
- Must be fluent in the English language. Creole and Spanish a plus

Abilities, Skills, Aptitude & Judgement:

- Superb written and verbal communication skills
- Strong visual communication and graphic design 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

Compensation is commensurate with experience and qualifications.