

## POSITION DESCRIPTION

### SENIOR ADVISOR – MARKETING & PUBLIC RELATIONS

REPORTING TO: EXECUTIVE DIRECTOR

#### SUMMARY OF RESPONSIBILITIES

Reporting to the Executive Director, the **Senior Advisor - Marketing & Public Relations** will be responsible for managing the organization's overall strategic public relations and communications program. He/she will oversee the planning, development and execution of the Agency's communications activities across a broad range of strategic communication initiatives and work programmes activities aimed to elevate the brand and increase visibility, regionally and internationally.

#### KEY RESPONSIBILITIES

- Development and manage the implementation of a comprehensive strategic marketing plan to support the 11<sup>th</sup> EDF work programme;
- Prepare and manage the annual corporate marketing and public relations plan and budgets;
- Support in the management and the implementation of work programme activities for branded platforms;
- Work closely with Advisors for the delivery and execution of event marketing and management;
- Provide writing and editing support for all outbound communication including all promotional materials, website content, publications and the Agency's annual report ensuring the organisations message is distributed consistently across channels and to targeted audiences;
- Oversee and manage the implementation of digital marketing activities to raise the visibility of the Agency;
- Plan, direct and coordinate marketing budgets in accordance with work programme goals;
- Review and edit existing promotional materials for marketing effectiveness, cross-selling implications and adherence to brand guidelines;
- Manage the corporate brand of the Agency through the consistent execution of marketing and PR activities at a high standard.

## CORE COMPETENCIES

- Requires excellent written and verbal communications;
- Ability to effectively work under tight deadlines and manage projects independently;
- Resourcefulness in solving problems;
- Excellent people skills with an upbeat and enthusiastic attitude;
- Strong organizational skills and keen attention to detail;
- Strong computer skills;
- Deep understanding of changing market dynamics;
- Superior professionalism and judgment;
- Strong work ethic;
- Fluent in English. Ability to communicate in French, Spanish or Dutch, desirable.

## TRAVEL DEMANDS

As required.

## EDUCATION/ EXPERIENCE/ CREDENTIALS

- Bachelor's degree and advanced degree in Marketing or relevant field (communications, journalism, marketing) required;
- A minimum of 10 years relevant experience;
- Proven copywriting and editing skills across a range of media (e.g., web, print, video, presentations) and styles from conceptual to journalistic;
- Public relations experience preferred;
- CARIFORUM national.