

## POSITION DESCRIPTION

### ASSISTANT – DIGITAL MARKETING & PUBLIC RELATIONS

REPORTING TO: SENIOR ADVISOR – MARKETING & PUBLIC RELATIONS

#### SUMMARY OF RESPONSIBILITIES

Reporting to the Senior Advisor- Marketing & Public Relations, the Assistant – Digital Marketing & Public Relations will be engaged in assisting with promoting the organization’s overall strategic public relations program. He/she will assist in maintaining the Agency’s online presence across a broad range of strategic communication initiatives and programmes.

#### KEY RESPONSIBILITIES

- Assist with the implementation of the Agency’s Strategic Plan;
- Assist with the implementation of the 11<sup>th</sup> EDF strategic marketing plan;
- Work closely the Senior Advisor – Marketing and Public Relations to develop and disseminate online content;
- Support online communication platforms i.e. website content management, social media (Facebook, Twitter, You Tube, Instagram) and mailing lists;
- Coordinate and upload content on organisation’s websites;
- Coordinate the development of web visuals liaising with external suppliers when necessary;
- Coordinate and dispatch email marketing campaigns using Mailchimp;
- Research and develop online industry contacts such as bloggers, influencers and media;
- Research new online media opportunities and tools that may benefit the business including mobile, social media, development of blogs and online publishing;
- Coordinate with IT to ensure online platforms are maintained to facilitate online communications;
- Coordinate monthly reports on the Agency’s online activities;
- Provide support to PR and event activities as required;
- Provide administrative support within the Marketing & Public relations department.
- Any other duties as required by the Agency, including project related activities.

## CORE COMPETENCIES (Knowledge, Skills, Abilities)

- 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;
- 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 or equivalent in relevant field (communications, PR, journalism, marketing) required;
- A minimum of two years relevant experience in the areas of:
  - Advertising, media and communications
  - Website content management (preferably wordpress)
  - Creative design
  - Marketing
  - Social media
- Strong verbal communication skills for articulating ideas;
- Excellent written communication skills for producing high quality content;
- Attention to detail and accuracy;
- The ability to work independently and flexibly;
- The capacity to prioritise and work across multiple projects
- CARIFORUM national.