

POSITION DESCRIPTION

DIGITAL AND SOCIAL MEDIA OFFICER

REPORTING TO: MANAGER - PARTNERSHIPS, ADVOCACY AND REPORTING

LOCATION: HEAD OFFICE, BARBADOS

SUMMARY OF RESPONSIBILITIES

The Digital and Social Media Officer will support the Manager- Partnerships, Advocacy and Reporting in promoting Caribbean Export and improving its ability to connect with stakeholders, while encouraging communities of practice. The role will focus on ideating and executing successful social media strategies that enable effective outreach and communication. This position will be expected to work closely with all departments in support of their initiatives, using various online communication tools. The incumbent will be the driving force in the Agency's push for effective stakeholder engagement, communications and digital media which are fundamental to achieve our vision of being the key driver of Caribbean economic transformation through private sector development.

KEY RESPONSIBILITIES

- 1. Vision/Strategy Development and Execution**
 - a. Support the implementation of the digital transformation vision of Caribbean Export by using new media and digital tools
 - b. Support the Manager Partnerships, Advocacy and Reporting in the development of effective internal and external digital communications strategies

- 2. Innovation, Growth and Organisational Capacity**
 - a. Build digital media campaigns for Caribbean Export, overseeing and monitoring the creation of digital content, and finalizing digital projects
 - b. Improve the Agency's web presence and guide/monitor staff involved in export development and promotion
 - c. Use specialized software to create media, such as YouTube videos
 - d. Manage social media channels, such as Facebook and Twitter by updating the accounts with relevant content, as well as responding carefully, under the direction of Management, to inquiries or complaints that may arise from social media correspondence
 - e. Carry out technical and non-technical writing functions such as writing press releases, blogs, articles or brochures for approval by Management

- f. Write technical communication such as manuals and transcripts; and sometimes writing in HTML for the development of websites or additional web pages
- g. Stay abreast or up-to-date with digital media trends and developments

3. Customer-Stakeholder Management

- a. Build influential, positive and mutually beneficial relationships with all external stakeholders in support of the implementation of Caribbean Export's strategic communication strategy
- b. Guide the implementation of, and monitor Caribbean Exports digital strategy, recommending ways to improve marketing or public relations and maintain effective stakeholder relationships
- c. Provide training and advice to internal teams on the most effective and efficient way to publish their digital content, and to service users on how to use content management system

4. Financial Stewardship

- a. Work in harmony with the Manager- Partnerships, Advocacy and Reporting to ensure that the department complies with Caribbean Export's financial and procurement rules and policies

5. Internal Business Processes

- a. Embed customer and stakeholder engagement in business processes throughout Caribbean Export to support the delivery of operational and strategic objectives
- b. Work closely with the Manager Partnerships, Advocacy and Reporting to deliver cost-effective and efficient business processes to facilitate optimum performance of the Agency
- c. Propose fit-for-purpose internal processes for all areas within the department

Any other duties as required by the Agency, including project related activities.

CORE COMPETENCIES: Knowledge

- Knowledge of CARIFORUM countries and regional integration processes.
- Sound knowledge of necessary media editing software
- Sound knowledge of corporate social/digital media best practice mechanisms
- Knowledge and experience in developing strategic communications programmes

KEY RESPONSIBILITIES: Skills

- Demonstrable track record of achievement in the fields of stakeholder engagement, strategic communications and customer experience
- Computer proficiency skills

- Strong proof-reading skills
- Web content management skills
- Excellent public speaking and meeting facilitation skills
- Excellent writing skills
- Multitasking skills and the ability to perform effectively under pressure and tight deadlines
- Relationship management skills
- Fluent in English. Ability to communicate in French, Spanish or Dutch, desirable

CORE COMPETENCIES: Abilities

- Ability to multi-task, prioritize, and manage time effectively to meet several deadlines.
- Ability to work under pressure with competing demands.
- Good judgment and decision-making ability.
- Utilises initiative and is adaptable.
- Demonstrates confidentiality and discretion with sensitive information.
- Pays attention to detail and accuracy.
- Ability to work effectively in a multi-cultural, diverse, dynamic environment

EDUCATION/EXPERIENCE /CREDENTIALS

- A Bachelor's degree in Digital Marketing/Communication, Communications, or a related field
- At least 5 years' experience in a similar capacity in a comparable organisation
- A CARIFORUM national

TRAVEL DEMANDS

As required.