

Team Lead - Corporate Communications & Marketing

POSITION CLARIFICATION:

The Team Lead - Corporate Communications & Marketing is responsible for developing and implementing communication strategies and initiatives to support the overall business strategy and goals of the company, promote its vision and values. The incumbent works in partnership with the business development group and business units to develop and implement marketing and communication strategies which support the company's growth objectives. The scope of responsibility spans both internally focused communications and externally directed communications.

KEY AND CRITICAL RESPONSIBILITIES include:

General

- Develop and implement appropriate delivery channels for internal employee communications and information-sharing, including company intranet and other types of effective and efficient communication tools.
- Develop and write content for employee-focused communications, including "news and announcements" stories, articles and memos to share information about the company.
- Develop communications strategies and implement initiatives to support business objectives, partnering with corporate functions and business units in the development and execution of the strategies.
- Support the CEO and other Executive Team members, Board of Directors and others as may be required in the preparation of both internal and external communications, including the production of the quarterly CEO message.
- Develop and implement corporate communication standards, policies and procedures to ensure consistency in messaging and graphics.
- Assist in the preparation of communication to the media and stakeholders on both a proactive and "reactive" basis.
- Develop and implement communication initiatives and company-sponsored events to promote participation and support local community activities.
- Develop and provide content for company brochures and other promotional material.
- Preparation of company newsletter as required.
- Prepare Unit weekly and monthly reports

Marketing Communications

- Develop trade media strategy and implement related initiatives to build company brand identity in marketplace.
- Partner with marketing/sales/business development groups to plan and coordinate trade shows/events, providing expertise in marketing messaging, content and delivery.
- Create and manage marketing, advertising and promotion budgets within stated parameters.
- Provide guidance and support in messaging and creative services in the development of sales and marketing collateral to support business objectives.

Strategic Communications

- Develop and implement communication plans to support company activities.
- Create internally focused messaging delivered through effective and efficient communication channels to support change management and business transformation initiatives, including culture development.
- Assist in the planning and preparation of presentation content and delivery format for corporate-wide events.

Public Affairs

- Develop corporate contribution strategy that is aligned with the company's mission and values. Develop and implement structure and manage appropriate budget.
- Recommend and support involvement in associations/groups that are aligned with our company's mission on a local, regional and/or national basis.

KEY COMPETENCIES:

Knowledge & Experience:

- 7 - 9 years progressive experience in a corporate communications function
- At least three (3) years of relevant experience; at a supervisory/management level
- 5 - 9 cumulative experience in each of the following functional areas - Corporate Communications, Marketing Communications, Strategic Communications, Public Affairs
- Superior verbal and written communication skills, with a demonstrated ability to write communications clearly, concisely and effectively

- Demonstrated ability to develop communication strategies which support business objectives
- Demonstrated working knowledge in the field of electronic communication, including social media
- Strong analytical and organizational skills
- Interpersonal skills, including the ability to collaborate and communicate with all levels of employees and management and make effective presentations
- Demonstrated ability to lead cross-functional teams.
- Demonstrated ability to develop and implement creative solutions

Education/Accomplishments:

- A Bachelor's Degree in Marketing, Mass Communications, Public Relations, Journalism, Business Administration or related field is required
- Post Graduate qualification in Marketing/Communication or related field would be an asset
- Advanced Certification in a related field from a recognized institution would be required

How to apply:

- Applicants are to submit their applications via email to igovtt-careers@igovtt.tt stating Name, Position being applied for and Contact Information in the subject line. Deadline date for the submission of applications: **25 March 2019**.

Please be advised that only suitably qualified candidates shall be contacted.

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