



CAREER OPPORTUNITIES

Jamaica Library Service

Applications are being invited from suitably qualified persons to fill the following vacancies:

DIRECTOR, CORPORATE COMMUNICATIONS & MARKETING (MCG/IE 5) **Headquarters**

Job Purpose

The Director, Corporate Communications & Marketing is responsible for the development and implementation of strategic communications, public relations, integrated marketing plans and programmes and corporate affairs strategies in support of the repositioning of the brand value of the Jamaica Library Service in the local and global spaces. The incumbent will lead all communications, marketing and external relations activities, including media relations, employee communications, sponsorship, events and community engagements.

Key Responsibilities

- Develop and oversee the implementation of short and long term communications and integrated marketing plans and programmes to strengthen global corporate brand and support organization's strategic goals.
- Develop and implement marketing strategies to increase awareness of library programmes and services library services (products)
- Responsible for the editorial direction, design, production and distribution of all organizational publications.
- Coordinate all organizational print and electronic material and images across the library network (e.g. banner, use of logo, brochures, event material)
- Monitor the JLS website and intranet content, engaging and working closely with the staff islandwide for data gathering.
- Develop, maintain and update a Social Media Policy,
- Create employee relations programme
- Oversee and assist with the preparation of key library publications including Annual Report.
- Assist with and initiate innovative corporate social responsibility programmes
- Create, monitor and maintain appropriate crisis communications plan
- Assist the executive management team with written material and interactive presentation for public speaking engagements or articles for publication.
- Craft speaking points, speeches and press material, facilitate press interviews, monitor and reserve other appropriate engagements
- Act as efficient corporate spokesperson as required.
- Develop, implement and monitor systems and procedures necessary to ensure smooth operations of the Communications & Marketing Division.

- Maintain and update media directory and coordinate the JLS press archive.
- Conduct relevant market research, monitor trends, analyze impact of marketing and communications strategies
- Develop measurable objective to review and evaluate the success of marketing strategies and communications programmes.
- Ensure effective management and development of staff in the Division.
- Any other related duties as assigned

Key Competencies

- Thorough knowledge of and background in various types of communications, marketing and analytical tools and resources
- Exceptional written and verbal communication skills including presentation skills and with keen attention to details
- Ability to use data in decision making
- Be conversant with government policy impacting the Jamaica Library Service and its related organizations
- Ability to multi-task, meet tight deadlines and shift priorities as needed
- Ability to work independently, handle pressure and maintain composure under stress
- Proven experience delivering effective and innovative marketing campaigns
- Strong time management and organizational skills
- Proficient in the use of Microsoft tools and other relevant computer applications
- Ability to establish and maintain effective working relationships with individuals, groups, government ministry, departments and agencies, internal and external customers and interact effectively with diverse groups
- Ability to mentor and guide staff / teams

Required Qualifications & Experience

- Bachelor's degree in Integrated Marketing, Corporate Communications, Public Relations or other closely related field
- Five (5) years of progressively responsible corporate communication, public relations, integrated marketing communication and related experience, two (2) years of which should be at the managerial level.

Salary Scale: \$2,023,418.00 - \$2,405,208.00

Travelling Allowance: \$894,924.00 p.a.