

JOB OPPORTUNITY - **COMMUNICATIONS MANAGER**

The Cultural Development Foundation (CDF) is looking to recruit suitably qualified individuals to fill the position of Director, Business Development within the organization

Job Title:	Communications Manager
Reports to:	Executive Director
Positions Supervised:	Communications Officer
Stakeholder Relationships:	Line ministry, Institutional Partners, Donors and Sponsors, Membership, Cultural and Creative communities, Media, The Public.

Job Summary

The Communications Manager (CM) reports to the Executive Director and operates at both a strategic and tactical level. The CM is responsible for the development and implementation of communication strategies, public education campaigns and stakeholder engagement. As such the CM is CDF's Lead with for Brand Experience – defined through CDF's public relations, media relations, digital communications, key messaging, storytelling and communicating CDF's efficient and visionary delivery of its mandate, and CDF's product/service attributes.

Major Duties and Responsibilities

Communications & Visibility

- Develop and implement a comprehensive year-round communication plan to keep stakeholders and partners informed and engaged.
- Prepare communication workplans to support CDF's marquee events/ festivals;
- Execute the development and implementation of social marketing, public and media relations, website content, communication/ resource mobilisation materials.
- Engage with executive management to develop effective communication procedures and policies for various situations or crises.
- Optimise the news value of all programme and project outputs through proactive media engagement inclusive of MOU signings, Programme/ Product updates,
- Interact with the media and other pertinent stakeholders;
- Collaborate with HODs, institutional partners and cultural communities to package and stockpile compelling social media content which promote national pride, knowledge and education, and the celebration people and cultural values.
- Create mechanisms / formats for timely PR updates to internal staff before publication.
- Represent the Company at professional functions as required,
- Any other related functions and responsibilities consistent with this role.

Brand/Image & Relationship Management

- Develop and implement policies and performance standards with respect to organisational communication and brand management
- Execute proactive outreach to key partners, donors and marketplace decision-makers to communicate progress and results, retain top-of-mind positioning, maintain confidence in and sustained interest in CDF's programmes, products and services. These would include but is not limited to content development and packaging of Annual Reports, Cultural Digests, Internal and External Newsletters, Commemorative publications, documentaries and related audio-visual materials, inter-departmental memos, inter-agency briefs and concept notes.
- In collaboration with the Director, Business Development, drive corporate branding / rebranding initiatives in support of corporate strategy.

- Perform communications research and monitor the progress of various communications strategies
- Oversee the production of educational and promotional materials and collateral including advertisements, brochures, banners, kits, memorabilia, press releases, videos, newsletters and website content to ensure adherence to CDF and donor/partner visibility requirements.
- Oversee/ monitor output on all communication platforms i.e. website, social media, mailings lists, reader board etc.
- Recommend, create and manage knowledge sharing mechanisms with key institutional partners for information sharing and the validation of project implementation strategies and plans.
- Prepare speeches, provide talking points and review other prepared texts to be delivered by the Executive Director, Chairman of Board or other CDF spokespersons.
- Design and undertake communication skill training/ coaching for customer facing team members as required.
- Function as CDF's spokespersons as may be assigned by the Executive Director.

Management & Reporting

- Produce annual departmental report highlighting targets set and met, and in the case of first-time initiatives undertaken by the CDF, highlight challenges and lessons learned.
- Prepare and manage Quarterly PR workplans
- Generate monthly communication plan activity reports with media tracking and social media reports.
- Monitor all communication sites to catch and flag potential threats to CDF's image, and advise the Executive team and Board as the situation warrants
- Develop and deliver related strategies and reports to the Board and sector partners as required.

Qualifications & Attributes

- Postgraduate Degree in Corporate Communications or Public Relations or;
- Bachelor's Degree or equivalency with at least 5 years of progressive experience in the field of Communications within a management capacity.
- Exceptional communication abilities in public speaking and writing
- Demonstrated competence in communication strategy development, Campaign design, digital marketing, project management, social media management
- In-depth knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing and social marketing copy and social media
- Professional understanding of crisis management,
- Proficiency in the use of Microsoft Office, Adobe, and other software
- Leadership abilities, including training and mentorship
- Good data analysis, problem-solving, time management and critical thinking skills
- Highly organised and effective in multitasking.

SUBMISSION

Applicants should submit their Cover Letter, Resume, two letters of references and copy of certified qualifications to:

**EXECUTIVE DIRECTOR
CULTURAL DEVELOPMENT FOUNDATION
BARNARD HILL, CASTRIES**

POST: COMMUNICATIONS MANAGER

Or email directly to raymonahenry-wynne@cdfstlucia.org

The deadline for submission of applications is Friday, January 13th 2023, 4:30 p.m. Only applicants who are shortlisted will be contacted.