



ST. VINCENT AND THE GRENADINES COMMUNITY COLLEGE



Marketing and Communication Officer (MCO)

At the SVGCC, the MCO is responsible for creating messages that inform and educate the public about the services and programmes of the SVGCC. The MCO will manage our online and offline communication in order to increase brand awareness, disseminate information and manage customers' queries and comments.

The main duties & responsibilities will include but not be limited to the following:

1. Developing and implementing marketing and communication strategies
2. Managing brand identity and reputation
3. Content creation and management
4. Social media and digital marketing
5. Event planning and promotion
6. Managing media relations
7. Conducting market research and analysis
8. Managing internal communication
9. Fostering and managing collaborations and relationships with various internal departments, faculty, and staff, as well as external like-minded institutions to gather information, coordinate marketing efforts, and ensure consistent messaging.
10. Building relationships with external stakeholders, such as local businesses, community organisations, and prospective students.

Qualifications & Experience

- Bachelor's degree in marketing, communications, public relations, or a related field.
- Five years of professional experience in marketing, communications, or public relations including experience leading marketing and branding efforts.
- Progressive supervisory experience.
- Familiarity with the higher education environment and an understanding of the unique challenges and opportunities within the community college sector.

Other Skills

- Robust knowledge of social media, digital content systems management, marketing, advertising, and media relations as well as engaging with emerging and traditional media.
- Strong written and verbal communication skills, including the ability to create compelling content for various platforms and audiences.
- Strong leadership, organizational, project management and analytical skills and the ability to solve problems.
- Proven ability to deal effectively, cooperatively, and tactfully to provide excellent customer service to internal and external stakeholders.



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- Proficiency in digital marketing strategies, including social media management, email marketing, SEO, and analytics.
- Knowledge of branding principles and ability to maintain brand consistency across all communication channels.
- Understanding of market research techniques and ability to analyze data to inform marketing decisions.
- Experience with event planning and promotion.
- Familiarity with media relations and experience working with media outlets.
- Proficiency in using marketing software and tools, such as content management systems, email marketing platforms, and social media management tools.
- Proficiency in using standard office software, such as Microsoft Office Suite (Word, Excel, PowerPoint), as well as familiarity with graphic design software and content management systems.