

## **MARKETING and COMMUNICATIONS OFFICER**

The National Compliance and Regulatory Authority is looking for someone who is passionate about making a difference through effective communication strategies...in a dynamic environment.

Our agency is committed to upholding standards and ensuring compliance within regulated industries.

Our mission is to create confidence in the consuming public by maximising compliance with regulations, stakeholder engagement, public education, and enforcement, through a competent and professional team.

### **Job Purpose:**

As the Marketing and Communications Officer, you will play a pivotal role in enhancing brand reputation and fostering transparent communication with stakeholders. You will be responsible for developing and implementing strategic marketing campaigns, crafting compelling content and managing various communication channels to effectively engage our target audience.

### **Key Responsibilities:**

- Develop and execute integrated marketing campaigns to promote the initiatives of the agency and regulatory guidelines.
- Create engaging content for digital platforms, including social media, website, and newsletters to convey key messages and foster stakeholder engagement.
- Collaborate with internal teams to ensure alignment of marketing efforts with organisational goals and objectives.
- Monitor and analyse campaign performance metrics to measure effectiveness and optimise strategies for maximum impact.
- Be a spokesperson for the agency, representing our values and priorities in external communications and media interactions.

### **Requirements:**

- Bachelor's degree in marketing, communications, or related field
- Proven experience in developing and executing successful marketing campaigns, preferably within a regulatory or government organisation.
- Excellent written and verbal communication skills with the ability to convey complex information in a clear and concise manner.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing, and content management systems.

## **MARKETING and COMMUNICATIONS OFFICER cont'd**

- Excellent project management skills, with the ability to prioritise tasks and meet deadlines in a fast-paced environment.
- Knowledge of regulatory compliance practices and standards.

If you are ready to take on this exciting challenge and contribute to the achievement of our mission, please submit your resume and cover letter with subject line “Marketing and Communications Officer” to [humanresource@ncra.org.jm](mailto:humanresource@ncra.org.jm) by May 10, 2024.