

Job specification and description – Marketing Officer – Multimedia Marketing

JOB TITLE:	Marketing Officer – Multimedia Marketing
2. DEPARTMENT:	Marketing
3. LOCATION:	Flat 15, Exhibition Site Sophia
4. CLASSIFICATION:	Administrative
5. SALARY SCALE:	BS 15
6. EMPLOYMENT TYPE:	Full-Time Permanent
7. FUNCTIONAL CONTACTS (internal and external)	All staff, Mass Media, General Public
8. REPORTS TO	Head, Marketing
9. JD APPROVED	Mr. Vladim Persaud, Chairperson, NSC

10. JOB PURPOSE SUMMARY

Under the supervision of the Head, Marketing, the Marketing Officer is responsible for supporting and implementing the marketing work plan to execute marketing promotional activities in all key programme areas with emphasis on media marketing. This includes filming and photography, editing, graphic design and generating content to accurately reflect the brand for marketing collateral including advertising campaigns, social media initiatives, digital marketing, and events content.

11. FINAL OUTPUT

- Media Marketing and Corporate Communications promotions created for the Print and Non-Print Media.
- Digital marketing promotions created for social media. (Facebook, Instagram, YouTube) etc. subject to change overtime.
- Media content to the GNBS website and social media platforms.
- Local events, trade shows, and regional outreaches participated and covered.
- Market research and survey conducted.
- Submission of metrics for department reports.

- Meetings, workshops, seminars, and training sessions reported on.

12. KEY PERFORMANCE INDICATORS

- Number of advertisements created for Print and Non-Print media.
- Number of promotional videos developed for media marketing and communications (Digital Media, Website, and Television).
- Number of quality captures at events and activities conducted by the organization.
- Active maintenance of a strong gallery of aspirational images and video content which will be used to reflect the brand in marketing and press.

13. JOB DUTIES AND RESPONSIBILITIES

- Serve as the GNBS' primary videographer and photographer for the creation of all marketing including but not limited to promotional videos, advertising campaigns, new business, and digital media requirements.
- Responsible for capturing quality event content and GNBS activities, brand moments; both candid and staged.
- Responsible for capturing all product and services content.
- Responsible for capturing content for advertising campaigns.
- Responsible for all photographic and video content including concept generation and concept brief from start to finish including capturing content and editing for the needs of output.
- To actively maintain a strong gallery of aspirational images and video content which will be used to reflect the brand in marketing and the press.
- Use various media including graphics, animations, data visualisation, music, and voice overs to create professional grade content.
- Create graphics and editing Marketing and Corporate Communications Collateral and Promotional Materials (flyers, newsletters, etc.).
- Secure and archive permissions for use of photo images for individuals.
- To be up to date on video, graphics, and photography trends to ensure we are at the forefront of content.

- Providing metrics for marketing reports.
- Participate at Local, Regional and International Tradeshows and Exhibitions.
- Assist in preparing the department's weekly, monthly, quarterly, and annual reports, budget, and work plan.
- Perform any other duty that may be assigned from time to time by the Head, Marketing or any duly authorised officer.

14. MINIMUM REQUIREMENTS

A Certificate from the Caribbean Examinations Council (C.X.C.) with at least (03) three years of experience directly related to the duties and responsibilities specified from a recognized institution together with a minimum of three (03) years working relevant experience in a recognized institution.

15. SPECIFIC SKILLS & KNOWLEDGE REQUIRED

- Thorough understanding of social media and web analytics.
- Excellent knowledge of graphics, photography /videography within the digital domain.
- Must display a passion for graphics, photographic and video content, and a commitment to holding editorial integrity.
- Experience with industry standard editing tools.
- Must have excellent IT skills especially with computer programmes such as photoshop, Adobe lightroom, premier, aftereffects, etc.
- Must have good communication and people skills.
- Ability to multi-task while showing commitment to detail.
- Must commit to deadlines and be open to flexible working hours.
- Have a sound knowledge of the evolving nature of social media.
- Demonstrate maturity and professionalism.

- Excellent organisational and multi-tasking skills.
- Outstanding communication and interpersonal abilities.
- Creativity and commercial awareness.
- A team player with a customer-oriented approach.

12. VALUES AND ATTRIBUTES

- Reliability, honesty, and trustworthiness.
- Versatile, flexible, and adaptive.
- Amiable and pleasant personality.
- Integrity and professionalism.
- Innovative and creative.

12. SPECIAL CONDITIONS OF THE JOB

- May be required to work during the lunch interval and on weekends to execute the marketing and promotional campaigns for the organisation.
- Must be prepared to travel outside of Georgetown to other regions throughout the country and GNBS sub-offices to conduct official duties.
- May be required to travel overseas to represent the organisation at meetings, workshops, training, or seminars.
- Meet numerous high priority and business critical deadlines.
- Full-time position Monday to Thursday with hours of work 08:00h to 16:30h and Friday 08:00h – 15:30h.
- Required to work beyond normal working hours/days to meet deadlines and deliverables
- The position is transferable.

HR1200/MKTO4