



UNIVERSITY of the SOUTHERN CARIBBEAN
Royal Road, Maracas, St. Joseph

CAREER OPPORTUNITY

Applications are invited from suitably qualified individuals *for* the following position:

CORPORATE COMMUNICATIONS OFFICER

JOB SUMMARY

The **Corporate Communications Officer** at the University of the Southern Caribbean is a multifaceted role responsible for managing various aspects of university communication. This includes Public Relations, Marketing, Internal Communications, and Crisis Communication and Management. The incumbent will play a pivotal role in enhancing the university's reputation, promoting its offerings, facilitating effective internal communication, and ensuring a coordinated response during crisis situations. This is a full-time position and the position holder may have to work outside the regular work week time. He or she reports to the Coordinator Integrated Marketing & Communication.

DUTIES AND RESPONSIBILITIES

Public Relations

- Executes public relations strategies to enhance the university's image and reputation.
- Cultivates and maintains positive relationships with media outlets, journalists, and key stakeholders.
- Prepares press releases, media kits, and coordinates media interviews and coverage.
- Creates news stories and feature articles highlighting university achievements and initiatives.
- Monitors and researches relevant news and events related to the University and higher education.
- Acts as a spokesperson for the University, representing its interests in various external forums.
- Collaborates with university faculty, staff, and students to gather information for news reporting.

Marketing

- Collaborates with the recruitment team to create and implement integrated marketing campaigns.
- Leads the design, development and implementation of a marketing strategy for professional development (PDI) courses and programmes.
- Assists in planning and executing promotional events and initiatives.

- Analyses marketing data to assess campaign effectiveness and make data-driven recommendations.

Internal Communications

- Fosters effective internal communication channels to ensure consistent messaging and engagement.
- Creates and distributes internal newsletters, announcements, and updates.
- Collaborates with departments and leadership to convey organizational objectives and initiatives.

Social Media Management

- Develops University's social media strategy.
- Assigns social media tasks to the Corporate Communication Assistant.
- Manages and maintains the university's social media profiles, including but not limited to Facebook, Twitter, Instagram, TikTok and LinkedIn.
- Creates and schedules social media posts that promote university events, achievements, and news.
- Monitors and engages with the online community, responding to comments and inquiries.
- Collaborates with the recruitment team to align social media efforts with broader marketing campaigns.

Production

- Develops scripts and storyboards for multimedia content, including videos, podcasts, and webinars.
- Stage-manage USC's marquee events.
- Provides voice-overs and narration for multimedia content as needed.

Analytics and Reporting

- Monitors and analyses data related to digital ads, social media ads, website traffic, and other communication channels.
- Prepares regular reports on key performance indicators related to communication efforts.

QUALIFICATION AND EXPERIENCE

To perform this job successfully, the position holder must be able to perform each essential duty satisfactorily. The position requires:

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field (Master's degree preferred).
- Proven experience in news reporting, writing, and content creation.
- Proficiency in using communication and content creation software and tools.
- Flexibility to adapt to changing priorities and work independently or as part of a team.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Strong social media management skills and familiarity with social media analytics tools.
- Excellent writing and editing skills, with a keen eye for detail.
- Ability to work effectively under pressure and in fast-paced environments.
- Strong organizational and project management skills.
- Familiarity with higher education and university settings is a plus.
- Exceptional interpersonal and communication skills.

OTHER REQUIREMENTS

- Critical thinking
- Attention to detail
- Highly organized
- Strong organizational, interpersonal, and communication skills
- Confidentiality, integrity, dependability, and conscientiousness
- Appropriate and professional appearance and demeanour required
- Commitment to high moral, spiritual and ethical values of the University.

Applications should include a Cover Letter, a detailed Curriculum Vitae, two (2) written recommendations, including one from current employer, photocopies of relevant academic qualifications and contact number/s should be forwarded to:

**THE DEPARTMENT OF HUMAN RESOURCES
UNIVERSITY of the SOUTHERN CARIBBEAN
P. O. BOX 175
PORT-OF-SPAIN
TRINIDAD & TOBAGO**

Or email us at: hr-recruitment@usc.edu.tt

Applications should be received no later than August 15, 2024.

The University wishes to thank all applicants for their interest. However, only short-listed applicants will be contacted.