



**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](mailto:hr-recruitment@usc.edu.tt)

*Applications should be received no later than February 21, 2025.*

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