



Anguilla Community College

Vacancy – Marketing and Communications Officer

The Board of the Anguilla Community College (ACC) is pleased to invite applications from suitably qualified persons to fill the post of Marketing and Communications Officer. The appointment for the position is expected to take effect from **1 July 2023**.

The Marketing and Communications Officer's mandate is to market the College and help to build its profile and communicate its vision to key stakeholders. The Officer is to liaise with multiple stakeholders to ensure that the ACC's programmes are conveyed to key target audiences in Anguilla and across the Caribbean. The Marketing and Communications Officer will support ACC's internal and external marketing and communications strategy, write and disseminate publicity materials, respond to inquiries from the public and media and coordinate promotional events.

Key duties of the position are:

1. Provide marketing/communications leadership and support for the College while working in close collaboration with the President and various internal stakeholders;
2. Collaborate with management to develop and implement an effective communications and marketing strategy based on ACC's target audience;
3. Write (design and coordinate), edit, and distribute content, including publications, press releases, website content, annual reports, speeches and other marketing material that communicates ACC's activities, products and services;
4. Respond to media inquiries, arrange interviews and act as the spokesperson for the College (being responsible for all official external communications) as designated by the President;
5. Be responsible for the development of content for the website and social media platforms;
6. Establish and maintain an effective relationship with journalists and maintain a database on same;
7. Seek opportunities to enhance the reputation of the ACC brand and coordinate publicity events as required;
8. Maintain records of media coverage and collate analytics and metrics;
9. Possess knowledge of the policies, procedures and organization of the College, as well as a broad understanding of how marketing and communications functions work in a college environment;
10. Organize and participate in interviews and press conferences with various media agencies; and
11. Carry out other responsibilities assigned by the President or by the Chairman of the Board of Governors inclusive of recording minutes at Board of Governors' meetings.

Personal and Professional Requirements

The Marketing and Communications Officer should possess experience in marketing and communications, preferably within an educational setting. The incumbent should also possess tertiary qualifications in marketing, communications, public relations or qualifications within a relevant field. The minimum qualifications for this position is a bachelor's degree or its equivalent. The incumbent should demonstrate experience in end to end marketing and communications including creating

content and implementing social media strategies and should be able to work autonomously to achieve the goals of the College.

The Marketing and Communications Officer should have a strong work ethic, values that demonstrate confidentiality and professionalism, excellent written and oral communication skills, *should be* excellent at multitasking, *and* a self-starter, innovative and possess initiative, confidence and maturity. It is expected that the incumbent would be flexible and a committed team player. The office holder should be extremely comfortable in taking on responsibilities and be able to prioritize; should be attentive to detail, committed to and should place a high value on good recordkeeping.

The incumbent should be highly proficient, experienced and knowledgeable in office administration, in the use of computer software for the office, including MS Outlook and MS Office Suite *including* Word, Excel, PowerPoint, *Publisher* and Access. This position performs under the general supervision of the President. The incumbent should also be very proficient in content management systems and social media platforms.

Most normal duties and responsibilities are handled independently with the knowledge and use of established policies and procedures. Due to the nature of the interactions required of the Marketing and Communications Officer, strong interpersonal skills are necessary.

Applications

All applications should be addressed to:

The Chairperson Board of Governors
Long Path
Anguilla
Email: chairperson@acc.edu.ai
Telephone: (264) 498-8395/497-2538
Office Hours 8.30 am to 4.30 pm Monday to Friday

Applications should be received by **31 May 2023**. The application should include: -

1. A letter of interest specifically addressing the applicant's background in relationship to
2. qualifications described (not more than three pages);
3. A current résumé (or curriculum vitae);
4. Certified copies of educational qualifications; and
5. The names of **three** professional references (one of which should be from a current supervisor) with each reference's position, office or home address, e-mail address, and telephone numbers.

For additional information about the College and for a complete job description, please send your request to Bernice.Edwards@acc.edu.ai or info@acc.edu.ai