



## POSITION ANNOUNCEMENT

<b>JOB TITLE:</b>	<b>ASSISTANT DIRECTOR, EXTERNAL COMMUNICATIONS</b>
<b>TYPE OF VACANCY:</b>	<b>CONTRACTUAL</b>
<b>DEPARTMENT:</b>	<b>OFFICE OF UNIVERSITY RELATIONS</b>
<b>SUMMARY:</b>	
<p>The Assistant Director, External Communications is responsible for developing dynamic content and media initiatives to externally promote the brand and narrative of University of The Bahamas (UB), ensuring that the message is consistent, relevant and timely. A key consideration for this position is the ability to lead and execute multiple projects involving multiple teams, competencies in writing for print and electronic media and leveraging external contacts in the furtherance of UB’s communications goals and objectives.</p>	
<b>DUTIES AND RESPONSIBILITIES:</b>	
<ul style="list-style-type: none"> <li>➤ Collaborating with constituents to promote milestones, innovations and outreach initiatives in multi-media messaging to increase UB’s visibility and support its mission, vision, and goals.</li> <li>➤ Developing and executing strategies for short and long term communications, marketing and branding consistent with UB’s vision;</li> <li>➤ Liaising with media outlets to create opportunities for UB narratives and branding;</li> <li>➤ Monitoring and evaluating media coverage of the institution with a view of increasing and maximizing opportunities for further brand and messaging penetration;</li> <li>➤ Collaborating on marketing campaigns to reinforce research-based messaging;</li> <li>➤ Coordinating photography and videography for collaterals and marketing initiatives;</li> <li>➤ Developing and implementing content for UB broadcast programming;</li> <li>➤ Maintaining an archive of media coverage of UB, its constituents and engagements with public and private sector partners;</li> <li>➤ Liaising with University leaders to market and promote profit-generating operations at UB, including continuing education and lifelong learning, distance education, culinary arts, hospitality and tourism studies;</li> <li>➤ Other duties as assigned by supervisor.</li> </ul>	
<b>REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:</b>	
<ul style="list-style-type: none"> <li>➤ Strong communication competencies including public speaking, writing and editing;</li> <li>➤ Ability to work independently and as part of a team to complete projects;</li> <li>➤ Robust initiative in recommending new ideas to advance the brand of the University locally, regionally and internationally;</li> <li>➤ Proven and strong problem-solving and critical thinking capabilities;</li> <li>➤ Ability to work under pressure and meet given deadlines;</li> <li>➤ Ability to multi-task and be adaptable on the job;</li> <li>➤ Strong leadership skills.</li> </ul>	



## POSITION ANNOUNCEMENT

### QUALIFICATIONS:

- Baccalaureate degree in Media, Communications, Journalism or a related field;
- At least seven (7) years of experience in the media and/or communications field;
- At least three (3) years' experience at the supervisory level.

### Interested applicants should submit the following to the Human Resources Department:

- A cover letter of interest highlighting work experience and accomplishments relevant to the position;
- Current Curriculum Vitae or Resume;
- Copies of Qualifications and Certificates;
- Copy of the relevant pages of a valid passport showing passport number, photo identification and expiration date;
- Copy of N.I.B. Card;
- At least three (3) written professional references.

### Submit electronically to:

Email: [hrapply@ub.edu.bs](mailto:hrapply@ub.edu.bs)

Attn: Vice President, Human Resources

<b>REPORTS TO:</b>	Director of Communication
<b>TERMS:</b>	Contractual Appointment
<b>DATE PUBLISHED:</b>	October 6, 2017
<b>APPLICATION END DATE:</b>	October 20, 2017
<b>DATE TO BE REMOVED:</b>	October 21, 2017

*The above statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of the Assistant Director, External Communications.*