

POSITION ANNOUNCEMENT

JOB TITLE:	PUBLIC RELATIONS AND BRAND COORDINATOR
TYPE OF VACANCY:	CONTRACTUAL
REPORTS TO:	DIRECTOR OF COMMUNICATION
SCHOOL/DEPARTMENT:	OFFICE OF UNIVERSITY RELATIONS
SUMMARY: The Public Relations and Brand Coordinator is responsible for executing multi-media strategies to promote the narrative of University of The Bahamas (UB), build its brand locally, nationally and regionally and engage multiple audiences in the life of the institution as well as strengthen the integration of offline and online opportunities to deepen the reputation of UB.	
DUTIES & RESPONSIBILITIES: The duties of the Public Relations and Brand Coordinator include but are not limited to the following: ➤ Produce a range of digital content to promote UB milestones, achievements and developments, particularly UB athletics (including text, video and audio); ➤ Conduct photography and videography for UB public relations and marketing; ➤ Manage social media content to drive online engagement with UB Athletics; ➤ Conceptualise, recommend and develop strategies to integrate online and offline engagement with UB; ➤ Increase synergies with social media and the UB website; ➤ Solidify partnerships and collaborations externally to increase UB and UB Athletics brand penetration; ➤ Monitor, collect and report on data analytics to drive engagement strategies; ➤ Collaborate with internal and external constituents on special projects and branding opportunities which include public relations, advertising and marketing outcomes; ➤ Ensure all developed content is consistent with UB brand standards and guidelines; ➤ Develop opportunities to leverage online connections to increase UB Athletics fan participation and support; ➤ Serve on signature event planning committees to meet engagement, recruitment, cultivation and development targets;	

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- Make recommendations on relevant branding criteria, policies and procedures reflective of best practices in higher education administration; and
- Perform other duties as required.

CONSIDERATIONS

- Flexibility in work hours to accommodate diverse assignments is required.
- Occasional travel for work assignments is anticipated.

QUALIFICATIONS:

- Bachelor's degree in Journalism, Media Journalism, Mass Media Arts, Communications, Marketing or a related discipline, or the equivalent, AND
- At least five (5) years' post-qualification work experience in a corporate communications, graphics, marketing, news media, or advertising environment.

KNOWLEDGE, SKILLS & ABILITIES:

- Competencies in using Adobe Creative Suite for graphic design
- Experience in the use of motion graphics;
- Data driven social media management skills;
- Skills in data collection and assessment;
- Strong interpersonal and communication skills to develop effective working relationships with internal and external stakeholders;
- Some experience in video recording and editing is preferred.

To ensure full consideration, interested candidates should submit the following items via email to the address given below:

- **A completed UB Employment Application Form (found on the website);**
- **A cover letter of interest highlighting work experience and accomplishments relevant to the position;**
- **Current Curriculum Vitae or Resume;**
- **Copies of Relevant 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.**

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Email Address: Email: hrapply@ub.edu.bs
Attention: Asst. Vice President, Human Resources

To expedite the appointment procedure, applicants should request that three referees send written references under confidential cover directly to the address listed above.

Please visit our website at www.ub.edu.bs for more information about the University and to access the University's Employment Application Form.

Salary Scale	CONTRACTUAL
Date Published	February 15, 2018
Application End Date	March 9, 2018

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 Public Relations & Brand Coordinator.