

POSITION ANNOUNCEMENT

JOB TITLE	MARKETING AND PUBLIC RELATIONS SPECIALIST
TYPE OF VACANCY	CONTRACTUAL
DEPARTMENT/UNIT	OFFICE OF UNIVERSITY RELATIONS
REPORTS TO	SENIOR MANAGER OF COMMUNICATIONS
<p>SUMMARY: The Marketing and Public Relations Specialist in the Office of University Relations is a skilled communicator with demonstrated competence and passion for storytelling that promotes the reputation of University of The Bahamas, while measuring and interpreting performance metrics. Working both independently and through strategic collaborations with key partners, the Marketing and PR Specialist uses integrated communications strategies and marketing tactics to advance the mission of UB and expand its reach and access.</p>	
<p>DUTIES & RESPONSIBILITIES: The position of Marketing and Public Relations Specialist, is required to perform a variety of tasks including, but not limited to, the following:</p> <ul style="list-style-type: none"> ➤ Assist with the development and implementation of strategic marketing and PR plans to enhance the university's reputation, track brand sentiment, media mentions and online reviews; ➤ Produce compelling and captivating content for various platforms, including blog posts, press releases, social media updates, and promotional materials, and develop appropriate key performance metrics; ➤ Conceptualize strategies to foster strong relationships with a broad range of media partners integrating both new tradition and new media mechanisms with measurable results; gather and monitor data to inform future strategies; ➤ Generate regular reports and presentations that convey marketing and PR performance data to inform strategic decision-making; ➤ Collaborate with various University constituents and stakeholders to ensure a cohesive and integrated approach to PR and marketing metrics that align with the university's mission and resonate with local, national and international target audiences; ➤ Stay informed of industry benchmarks, best practices and trends in higher education communications and marketing and provide insights for strategic decision-making; ➤ Use analytics tools to monitor the performance of marketing campaigns, providing data-driven recommendations for continuous improvement; monitor conversion rates; ➤ Work closely with the University Advancement team to ensure a cohesive and integrated approach to PR and marketing initiatives that cultivate donor support and partnerships. 	
<p>REQUIREMENTS:</p> <ul style="list-style-type: none"> ➤ A portfolio is required. ➤ Must be able to demonstrate proficient writing and editing skills. ➤ Understanding, synthesizing and distilling complex information for messaging that resonates with audiences is imperative. 	



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- Demonstrated computer proficiency and experience with content management systems as well as SEO, keyword research, and online analytics is a must.
- Must be able to work on multiple projects simultaneously within deadlines, and work both independently and collaboratively.
- Commitment to the core values of trust, accountability, teamwork, collaboration, collegiality, and high-performance is essential.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, media journalism, journalism, or related area is preferred. At least two years' minimum experience as a practicing professional.
- Experience in team-based marketing, PR and/or communications role with a string writing background in a corporate environment is a plus as well as knowledge of InDesign, HTML, and/or Photoshop.
- Must be a strategic thinker with experience leveraging content across print, digital, and social channels.

Salary Grade	CONTRACTUAL
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Date Published	February 13, 2024
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Application End Date	February 26, 2024 or Until Filled
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Requested Information: Interested applicants should submit the following electronically to the Human Resources Department Application Portal (*Use the Position Listing to select the job opening*). The following documents are required to complete the application:

- A cover letter of interest highlighting work experience and accomplishments relevant to the position;
- Current Curriculum Vitae or Resume;
- Copies of Qualifications and Certificates;
- At least three (3) written, professional references

<https://ubhrapply.info/PeopleFirst>

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 Marketing & Public Relations Specialist.