

**TRINIDAD AND TOBAGO INTERNATIONAL FINANCIAL CENTRE
MANAGEMENT COMPANY LIMITED**

JOB DESCRIPTION

JOB TITLE:	STAKEHOLDER RELATIONS & CORPORATE COMMUNICATIONS OFFICER		
Responsible to:	Manager Stakeholder Relations and Communications	Department:	Corporate Services
Responsible for:	SRC Support staff	Job Code:	CSD(P)-003
Position Type:	Contract		

JOB SUMMARY:

Works in collaboration and consultation with the Manager, Stakeholder Relations and Communications to support the development, implementation and evaluation of appropriate plans and programmes in alignment with the company's stakeholder relations and corporate communications strategy. The position is responsible for taking a leading role in developing corporate collateral, media campaigns, public education and other communications activities to generate consistent publicity results with clear targets and priorities and supervising lower-level staff engaged in related work. Reports to the Manager Stakeholder Relations and Communications.

PERSON PROFILE:

The holder of this post will have to demonstrate creativity, flexibility and resilience. The incumbent will enjoy working both collaboratively and independently and be calm under pressure, tenacious and possess excellent written and verbal communication skills. Digital fluency is crucial in this role as the TTIFC already has in place a well-developed use of social media and will be leveraging digital marketing and communication strategies to enhance the Company's reach and promote the TTIFC as a model state agency in the digital age.

MAIN RESPONSIBILITIES:

Strategic Support, Relationship Building and Stakeholder Engagement

- Works with the Manager to develop and implement plans and programmes in alignment with the company's stakeholder relations and communications strategy, including the development of diverse and highly complex campaigns of special significance to the TTIFC's strategic priorities.
- Provides reports to the Manager on current events, public comments and press opinions, emerging trends, news developments, or changing/unexpected circumstances in relation to the company's business, with a view to ensuring proactive risk and reputation management.

MAIN RESPONSIBILITIES:

- Anticipates critical communications/public relations issues related to the work of the TTIFC and contributes to the formulation of the company's public position and response to such matters.
- Works with staff of the TTIFC to ensure company-wide compliance with established communications policies and brand standards in its daily operations.
- Works with the Manager to support the successful execution of major company events and programmes, including planning, budgeting, and evaluation.
- Proactively monitors and identifies stakeholders' needs and makes recommendations for engagement strategies to address same.
- Authors, edits, and distributes accurate and high-quality content for the company's publications, including press releases, editorial publications, website and social media copy, blogs, annual reports and speeches.
- Informs the direction of research and information gathering focus areas to supplement collateral.
- Responds to inquiries from internal and external parties for the purpose of providing information and/or direction.
- Establishes and maintains professional strategic relationships with key stakeholders, including the media, civil society, academia, relevant businesses, and government organisations.
- Works with and directs support staff within the SRC unit in updating of a database/directory of communications stakeholders' contact information and relevant profiles.

Communications

- Works with the Manager to develop and implement performance measures on social media usage and campaigns
- Maintains records of media coverage and submits reports on media trends, public sentiment and established performance metrics for brand monitoring, social media engagement, email marketing and other digital communications activities of the company.
- Constant business environment analysis to support the Manager's review of strategic alignment with TTIFC's stakeholder communications.
- Ensures that all customer-facing channels, including the company's website, social media channels, blogs and third-party site content are accurate and up to date.
- Oversees that management and execution of the company's social media strategy, through the delivery, timely scheduling/publication, and monitoring of approved content.
- Works with the Manager to ensure that the company's brand assets are in compliance with the established brand standards, including the development of corporate stationery, advertising content and collateral.
- Leads the collation of content and publication of specialist collateral magazines.
- Assists with internal communications initiatives as directed.

Public Education Programme

- Work with the manager to develop initiatives that increase the public's understanding of FinTech, Financial Inclusion, and the elements of a FinTech Hub.
- Works with the Manager to coordinate outreach activities, ensuring strategic alignment to the objectives of the company's Public Education Programme and other

MAIN RESPONSIBILITIES:

public relations activities, including but not limited to, public consultations, lectures, talks, conferences, exhibitions, media tours, marketing research, etc.

- Oversees the booking and management of logistics to host events as necessary.
- Provides post-event analysis, budget recaps and participant feedback and incorporates learning into future plans.
- Research trends for the purpose of obtaining knowledge on current issues and advancement practices in fintech and digital financial literacy.
- Any other duties as assigned.

BEHAVIOURAL AND TECHNICAL COMPETENCIES:

Knowledge, Behaviours, Skills & Abilities:

- **Communication:** Strong oral and written communications, presentation & project management skills. Should also possess good interpersonal and networking skills.
- **Teamwork:** Promotes co-operation and commitment within a team to achieve goals and deliverables. Encourages team unity by sharing information or expertise, working together to solve problems, and putting the team success first, a commitment to working with shared leadership and cross-functional teams and demonstrating energy and drive.
- **Adaptability & Flexibility:** Adapts to changing business needs, conditions and work responsibilities. Copes well and helps others deal with the ongoing demands of change; sees and shows others the benefits of change.
- **Attention to Detail:** diligently attends to details and pursues quality in accomplishing tasks. Performs tasks with care; is thorough.
- **Accountability & Dependability:** Takes personal responsibility for the quality and timeliness of work and achieves results with little oversight
- **Ethics & Integrity:** Consistent honesty and professionalism in all interactions. Display respect and maintain confidentiality. Avoid situations and actions considered inappropriate or which present a conflict of interest.
- **Results Focused:** Display strong analytical skills, with a positive attitude and personal commitment that stimulate innovative thinking to get the results needed.
- **Excellence:** Display professionalism and commitment that lead to excellence in all that we do.
- **Self-Management:** Manages own time priorities and resources to achieve deliverables. Focuses time and effort on key tasks priorities tasks by importance and deadline.

- **Accountability & Dependability:** Show ownership; Take personal responsibility for work quality and timeliness and achieve results with little oversight.
- **Development and Continual Learning:** displays an ongoing commitment to learning and self-improvement. Current awareness in the field of business operations, office administration and records management.

Academic Qualifications and Experience:

- BSc in Corporate Communications, Public Relations or Marketing or related field from an accredited university.
- MSc in Communications / MBA would be considered an asset.
- Three to five years' experience in a similar position.
- Working knowledge of fintech and digital financial literacy practices.
- Certification in Digital Marketing and SEO would be considered an asset
- Demonstrated experience in content creation, WordPress content management and traditional and digital marketing analytics tools.
- Certification in Project Management would be considered an asset.
- Excellent knowledge of Microsoft Office suite.
- Experience in developing and managing budgets is considered an asset
- Any similar combination of training and experience.