

Employment Opportunity: Communication and Marketing Officer

National Telecommunications Regulatory Commission (NTRC) – Grenada

The National Telecommunications Regulatory Commission (NTRC) is inviting applications for the position of **Communication and Marketing Officer**. This is a unique opportunity to join a dynamic team dedicated to regulating Grenada's telecommunications sector and enhancing public awareness and engagement.

Position Overview:

As the Communication and Marketing Officer, you will lead efforts to amplify public understanding of the NTRC's mission, address consumer concerns, and manage media relations. This role is pivotal in ensuring seamless communication between the NTRC and its stakeholders, including the media, consumers, and the general public.

Main Duties and Responsibilities:

- **Strategy Development:** Align with the NTRC's objectives to create and execute annual communications and marketing strategies.
- **Media Management:** Revitalize and expand the NTRC's presence across social media platforms, manage media relations, and oversee TV and radio appearances.
- **Content Creation:** Develop and manage content for the NTRC's website, social media, press releases, and other communication materials.
- **Consumer Complaints:** Handle consumer complaints regarding the telecommunications sector, ensuring adherence to the NTRC's Complaints Procedure.
- **Event Management:** Coordinate and participate in events, public consultations, and outreach programs to enhance the NTRC's public image.
- **Market Research & Campaigns:** Conduct market research and create targeted marketing campaigns, particularly for the .gd domain name and content hosting services.
- **Analytics & Reporting:** Monitor engagement metrics and public sentiments, providing strategic insights for continuous improvement.

Key Qualifications:

- Bachelor's degree in marketing, Communication, Journalism, Public Relations, or a related field from a recognized tertiary institution.
- A postgraduate qualification in Mass Communications would be an asset.
- At least five (5) years of experience in marketing, Consumer or Public Relations field, or a similar role, with proven experience in managing media relations.

Required Competencies:

- Excellent oral and written communication skills.
- Strong understanding of social media and digital communication tools.
- Proficiency in content creation, editing, and project management.
- Ability to work independently and in cross-functional teams.
- Strong research, analytical, and critical thinking skills.

Terms of Appointment:

The successful applicant will be offered a permanent position following the satisfactory completion of a probation period.

How to Apply:

Submit your application with a curriculum vitae, certified copies of relevant certificates, and contact information of two referees to:

Chief Executive Officer

National Telecommunications Regulatory Commission (NTRC)

P.O. Box 854

Maurice Bishop Highway, Grand Anse

St. George, Grenada

Email: hr@ntrc.gd

Application Deadline: September 16, 2024

Join the NTRC and contribute to shaping the future of telecommunications in Grenada!