



## **Job Description**

**Job Title:** Marketing Manager

**Location:** Trust Office

**Date:** December 2019

**Reporting Line:** The position reports directly into the Executive Director (EDD). The Marketing Manager (MM) will on occasion work with various Committees, often with Council members taking direct responsibility for such tasks as Membership drives, Fundraising or specific events etc.

**Role Objective:** To lead the Marketing and Communication strategy in partnership with the ED so that the Trusts objectives, as defined by the National Trust Law, can be met.

Special priority is to be given to Engagement as defined by the Strategic Plan 2018-2023. This involves supporting education, membership and fundraising programmes utilizing all marketing mediums. The Marketing Manager would have primary responsibility for the Trust's overall brand and key messages.

### **Defined Responsibilities and Accountabilities:**

1. The MM is responsible for all marketing and PR initiatives including
  - Delivering all communications (including website, PR/media engagement, social media, programme campaigns and e-marketing) to help increase awareness of the Trust
  - Ensure key messages and branding stay current and are consistent and effectively communicated to all stakeholders
2. The MM is responsible for executing events for the Trust in partnership with other team members such as exclusive cocktail parties, Hatitude, Speaker Events, Community and membership events, on budget and to the standards required.
3. MM is responsible for helping to build local business partnerships in support of the ED including:

- Identify potential corporate partners/donors and help prepare and write power point presentations
- Manage and support key relationships with corporate partners, seeking feedback on their experience to continually refine the Trust's proposals

**Education and/or Experience:** A University degree in Marketing or Business, preferably marketing /commerce /public relations focused with a minimum of three years' work experience in a marketing position.

**Knowledge, Skills and Abilities:**

- Creative, articulate, diplomatic professional who is comfortable liaising with all individuals and able to exercise discretion
- Excellent communication skills, verbal and written with emphasis on writing skills
- Demonstrable experience of delivering successful profile development and awareness-raising initiatives
- Ability to create and carry out a marketing plan in line with the Trusts Strategic Goals
- Organised and cool-headed planner with the ability to manage projects successfully and meet deadlines
- A team player with strong interpersonal skills, who can develop valuable internal and external relationships
- Microsoft Suite of products and desktop publishing skills (for brochures, newsletters, etc)
- Ability to work outside normal business hours, on occasion if required
- Passion for the environment and the history of our three unique islands

**Salary and Benefits**

- Salary Range: CI\$42,000 - \$54,000
- 35-hour work week with flexible start time (8am, 8.30am, 9am or 9.30am)
- Health insurance 100% covered by employer, pension, 20 days' vacation, with additional three days over Christmas.
- Caymanians or those with Permanent residency will be given preference