

# Executive Search & Selection

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Our client, the Trinidad and Tobago Trade and Investment Promotion Agency invites applicants for the position of:

## Head - Marketing & Communications

The Head-Marketing & Communications leads the development and execution of innovative marketing, branding, promotion and communication strategies that drive export growth, attract foreign investment, and bolster the Agency's reputation as a premier facilitator of regional and global business opportunities. The role is critical in positioning Trinidad and Tobago as a prime location for export and investment and in promoting its value proposition in regional and international markets.

### Qualifications and Experience:

- Bachelor's degree in Marketing, Communication Studies, Business Administration, or related field
- Post graduate degree or certifications in a relevant field would be an asset
- 7-8 years experience at a managerial level in a Marketing/ Corporate Communications role
- Experience with digital marketing tools and techniques, email marketing, marketing automation technology and paid marketing channels
- Experience with the trade and industry market, products and comparative value propositions

### Key Accountabilities:

- Develop marketing and communication strategies to promote corporate image and country brand
- Execute marketing and corporate communication strategies to promote a positive profile for the Agency
- Develop and drive high impact, targeted marketing programs and events to build and promote country brand
- Devise and implement marketing and communication strategies and plans to support investment lead generation
- Manage all marketing campaigns and events
- Establish and manage relationships with relevant external stakeholders
- Prepares operational and financial reports on marketing and communication activities
- Oversee preparation of reports and publications for stakeholder consumption and promotion of the company
- Provide guidance and participate in performance management, coaching and development, and disciplinary proceedings

Please forward a detailed resume in Word (doc.) format in confidence to: PricewaterhouseCoopers Limited (PwC) Executive Search.

Email: [tt\\_recruitment@pwc.com](mailto:tt_recruitment@pwc.com)

**Closing date: 4 November, 2024**