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

Manager - Promotion and Branding

The Trinidad and Tobago Trade and Investment Promotion Agency Limited has been established with the aim of transforming and increasing the competitiveness of the trade and business environment of Trinidad and Tobago. The Agency seeks to strengthen and modernize the country's export and investment promotion institutional arrangements to be more 'high' profile and on par with similar regional and international agencies. The Agency is the country's premier trade and investment promotion agency.

The Agency is seeking to recruit a Manager, Promotion and Branding will be responsible for management and execution of marketing activities aimed at promoting and highlighting the Agency's capabilities in assisting businesses with expanding their international reach and elevating the country's profile in creating a positive image in the minds of investors. A key function of the role is research and benchmarking against international best practice in order to improve the country's brand and positioning as an attractive destination for trade and investment.

Qualifications and Experience

- Bachelor's Degree in Marketing, Advertising, Journalism or related field.
- Post graduate degree or certifications in relevant field would be an asset
- 5-6 years experience in strategic marketing, advertising planning or providing strategic marketing consulting with 3 years at a managerial level

Qualifications and Experience

- Work in consumer behaviour, market research, sales, communication methods and technology, visual arts, art history, and photography will be an asset.

Key Accountabilities

- Manage and execute investment promotion strategies and plans
- Guide and advise divisional heads/staff on budgets and contracts, marketing plans, and the selection of advertising media
- Evaluate the financial aspects of promotion and branding activities, such as budgets and expenditures
- Develop, execute and manage marketing and promotional plans and programmes
- Drive the development of compelling and informative content to engage with target audiences.
- Support human resource management by participating in the performance management and disciplinary processes

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

Closing date: 9 December, 2024