



CALL FOR APPLICATIONS

Marketing and Communications Consultant

Deadline December 22, 2021

ABOUT THIS PROJECT

This is a project supported by grant funding from the Caribbean Development Bank's Cultural and Creative Industries Innovation Fund (CIIF) which will provide capacity development, platform-specific training, support for online streaming activity regularisation and opportunities for monetisation of online content for an estimated one hundred regional creative industries practitioners.

WHO WE ARE

Incorporated in 1997, Headline Entertainment Company Limited is focused on three main areas, talent booking, entertainment consultancy and public relations. Headline Entertainment continues to represent a diverse pool of Caribbean based entertainers including performing artistes, musical bands, sound systems, disc jockeys and more exclusively and non-exclusively. Headline Entertainment maintains a significant presence in the Caribbean and chiefly in the reggae music business as a foundation booking agency.

CaribTix has served as a valuable partner for many types of events, from small clubs to international festivals and major sporting events throughout the Caribbean and the US. Past and current clients include Reggae Sunfest (Jamaica), Jerk Festival USA, Cup Match Salute Music Festival (Bermuda), ISSA Track and Field Championships (Jamaica), Miami Carnival (FL), and Hennessy Artistry (Barbados, Bahamas) just to name a few.

PROJECT TITLE

Improving Competitiveness of Micro, Small, and Medium Enterprises: Music Cultural and Creative Industries Innovation Fund Coronavirus Disease 2019 Response Grant.

ABOUT THIS JOB

Headline Entertainment Company Limited and CaribTix are seeking applications for a marketing and communications consultant to develop and execute marketing and communications strategies.

Roles and Responsibilities:

- Assist in marketing plan preparation, including budget and short and long-term strategy.

- Create and maintain consistent corporate brand/image voice cross product lines, events, and promotional materials.
- Spot new marketing opportunities for projects and carry out marketing initiatives.
- Responsible for planning of project promotional and advertising communications projects such as electronic, print, and special events to execute parts of the marketing plan.
- Work with relevant personnel on events/programs to have a firm understanding of their purpose.
- Create relevant reports on marketing programs, including post-event reports, regular status reports, and analysis.
- Responsible for all project interactions on social media, including responding to messages, creating messages, and uploading photos.
- Apply various social media tactics in creating brand awareness and generating inbound traffic that strengthens the project's social media presence.
- Apply various digital analytics and media tracking tools to generate reports on progress of work on social media.
- Create original, error free, clear, and concise copy for website/platform content, promotional materials, blog entry, and newsletter that ensures compelling and effective communication.
- Put in place measures for recording success in marketing and communication efforts; gather result data and produce reports for the management team.

Qualification and Requirements

- Bachelor's degree and four years' experience working in related field or Associate Degree and over six years' experience working in related field.
- Excellent communications skills both written and verbal
- Experience working with WordPress and other web content management tools
- Good knowledge of SEO and Google Analytics tools
- Ability to work effectively with MS Office package
- Strong experience with social media marketing campaign
- Excellent presentation skills.
- Must be from one of the following CDB Borrowing Member Countries: Anguilla, Antigua and Barbuda, Barbados, Belize, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, The Bahamas, Trinidad and Tobago, Turks and Caicos Islands.

APPLY

Potential applicants are invited to complete the send resumes to HErecruitments876@gmail.com with subject "Marketing and Communications Consultant" by 11:59 pm (Bogota Time) December 22, 2021.

WHEN WILL PARTICIPANTS BE SELECTED?

Selection of participants will be completed by December 28th, 2021.