

# Executive Search & Selection

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



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

## Manager - Communications

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 - Communications who will be responsible for managing the Agency's strategic internal and external communications, ensuring that the Agency's messages are consistent and engaging. The role involves building and maintaining the quality of the Agency's brand, ensuring that unified, consistent, and positive messages define and promote the corporate identity and mission. Work also involves managing stakeholder engagement and developing and executing effective crisis communications strategies.

### Qualifications and Experience:

- Bachelor's Degree in Mass Communications/ Public Relations/ Journalism and Media Studies
- Post graduate degree or certifications in relevant field would be an asset
- 5-6 years experience in Mass Communications, Communications Management and Media Management
- Media/Communication Budget development and Management

### Qualifications and Experience (cont'd):

- Marketing, Public Relations, Advertising, Promotion and other Corporate Communications strategies and methods

### Key Accountabilities:

- Support the development of Marketing and Communication strategies
- Monitor and measure effectiveness of marketing, promotional activities, advertising, and communications
- Manage the implementation of the Agency's Communication Plans
- Develop, maintain, and guide engagement with internal and external customers
- Promote a positive public image and profile of the Agency
- Manage content related to promotion and advertising of products and services
- Support human resource management by participating in the performance management and disciplinary processes
- Produce status reports on communication plans and opportunities

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: 9 December, 2024**