

## **Jamaica National Heritage Trust - Vacancy**

The JNHT invites applications from suitably qualified candidates to be assigned to the post of **Public Relations/Marketing Officer (MCG/IE 4)**.

**Salary Range \$1,369,145.00 - \$1,627,483.00 per annum and any allowance(s) attached to the post.**

### **JOB PURPOSE**

Public Relations/Marketing Officer is responsible for the development, establishment and maintenance of marketing strategies to meet organizational objectives. The incumbent focuses national attention on the work and activities of the JNHT in the marketing of heritage sites and merchandising.

### **KEY RESPONSIBILITIES**

1. Evaluating and providing feedback on marketing programmes.
2. Assisting in reviewing new heritage educational materials with a view to their suitability for Jamaicans.
3. Working with sister agencies and heritage foundation's in organizing ceremonies, functions to commemorate events at heritage sites.
4. Developing and implementing a marketing plan aimed at attracting paying visitors to heritage sites and the purchasing of available products.
5. Assisting in the development of the Trust's Public Education Policy in consultation with the other Divisional Heads.
6. Researching information and making recommendations to the Executive Director on the formulation of an effective public education programme.

### **REQUIRED SKILLS & COMPETENCIES**

1. Results oriented and strongly motivated.
2. Knowledge and expertise in maintaining and delivering on marketing strategies
3. Strong organisational, analytical, decision-making and problem-solving skills.
4. Excellent research and proposal writing skills
5. Excellent oral and written communication skills
6. A strong understanding of customer and market dynamics and requirements.

### **MINIMUM REQUIRED EDUCATION AND EXPERIENCE**

- Preferably a First Degree in Marketing OR
- First Degree in Management and Diploma in Marketing
- Proficiency in the use of computer software applications such as MS Word, MS PowerPoint, MS Excel, MS Publisher and MS Internet.
- Knowledge of History and or Heritage studies would be an asset.
- Three (3) years experience in a marketing position.

**(A complete description of the position may be obtained from the JNHT's website at [www.jnht.com](http://www.jnht.com))**

Applications accompanied by resumes should be received **no later than Friday, November 24, 2017.**

Human Resource Department  
Jamaica National Heritage Trust  
79 Duke Street  
Kingston  
Email: saradouglas@jnht.com  
Tel: 922-1287/8 or 922-3990

**We thank all applicants for their interest, however only shortlisted applicants will be contacted.**