

Communications Specialist

Communications Unit · Castries, LC

Communications Specialist

About the OECS

The Organisation of Eastern Caribbean States (OECS) is an inter-governmental organisation dedicated to economic harmonisation and integration, protection of human and legal rights, and the encouragement of good governance among independent and non-independent countries in the Eastern Caribbean. Under the Treaty of Basseterre (RTB, 1981) and now The Revised RTB (2010), Member States agree to cooperate with each other and promote unity and solidarity, including participation by Protocol Members in an Economic Union. [Read More...](#)

Job Summary:

Reporting to the Head, Communications Unit the Communications Specialist is a technical expert who leads the visibility, awareness, and education objectives of the OECS 11th European Development Fund (EDF), Regional Integration through Growth Harmonisation and Technology (RIGHT) Project, and by extension the Economic Affairs and Regional Integration Division (EARID). Guided by the OECS Communications Policy and other branding guidelines of the OECS Commission and partner agencies, the Communications Specialist will support the implementation of the OECS and Communication Strategy and the 11th EDF RIGHT Communication plan.

The Communications Specialist will seek to deliver results by developing OECS content for international, regional, and national channels across media, print, radio, television and online, targeting various audiences. The role will contribute to the coordination and facilitation of the Organisation's mandates under the Revised Treaty of Basseterre.

More specifically, the Communications Specialist will be responsible for the following tasks:

- Support the development and implementation of Communications plans that drive the organisation's strategic objectives.
- Oversee or carry out the design, production, distribution and dissemination of communications and public awareness/knowledge products/materials associated with the implementation of activities undertaken under the relevant programmes or projects.
- Coordinate and carryout the publication and/or distribution of information/knowledge documents (newsletters, brochures, press releases and other public awareness materials) through traditional and non-traditional channels associated with the promotion of the goals of the programmes and projects and in support of the various activities undertaken.
- Review and edit content of communications materials to ensure content meets established communications standards and guidelines before publication.
- Lead in the planning and delivery of engagement activities such as media sensitization sessions, exhibitions, tours, demonstrations, school campaigns and other grassroots events.
- Provide communications expertise and execution support to projects as needed.
- Facilitate mobilization in communities and Member States in relation to all aspects of the Project(s) and Programme(s).
- Develop, maintain, and leverage constructive and durable relationships with key media, journalists, stakeholder contacts and complementary initiatives.
- Manage reports, decisions, and results of the organisation in relation to established goals related to Communications.
- Support the facilitation of dialogue among stakeholders and staff participation in public relations activities.
- Implement branding guidelines for the management and safeguarding of the Commission's marks such as its Intellectual Property.
- Support the development of the Communications Unit's Annual Work Plan.
- Grasp complex development and advocacy issues to develop compelling, newsworthy, politically sensitive articles, feature stories, press releases, statements, opinion pieces and multi-media content on a tight deadline.

- Engage with (and contribute to) campaign strategies, and maintain a good understanding of the political nuances associated with effective messaging.
- Develop strategic press briefings and organise media conferences.
- Perform other related duties as may be required by the Head of Communications.

Experience and Knowledge:

- A Bachelor's Degree in Public Relations, Communications or a related field.
- A minimum of five (5) years' proven experience in development communications, content writing, implementing communication plans, creation and implementation of digital marketing strategies and creative social media campaigns.
- Knowledge of branding and procurement procedures and policies of international lending institutions (such as the European Union).
- Strong knowledge of user experience principles, social media platforms, Search Engine Optimization (SEO) and Social Media optimisation (SMO) principles, traffic monitoring tools, and digital marketing best practices across website, social media and email marketing.
- Experience in researching and analyzing trends in media, social media and web technologies.
- Excellent writing skills with a high proficiency in grammar.
- Ability to manage social media.
- Ability to write quickly and concisely on a broad range of complex issues.
- Demonstrated competence and knowledge of principles, practices and procedures governing Communications.
- Knowledge of copyright rules and regulations governing Communications.
- Ability to work under pressure in a fast-paced environment with tight, sometimes conflicting deadlines.
- Creative and detail-oriented team player at all levels able to collaborate with units and other functional partners.
- Strong interpersonal skills as duties will entail working with a diverse number of people including leadership, executives, development partners, (i.e.: digital marketing agencies, web developers, political leaders, government officials, students and everyday citizens).
- Proficiency in French and Kweyol.

- Keen understanding and knowledge of Regional Integration and regional matters.
- Excellent writing and verbal communication skills.

Terms of Appointment

Job Location

The OECS Commission is headquartered in Castries, Saint Lucia. The position of Communications Specialist is open to nationals of OECS Member States and is stationed at the OECS Commission headquarters.

All nationals of the OECS Member States: **Antigua and Barbuda, Commonwealth of Dominica, Grenada, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Anguilla, The British Virgin Islands, Martinique, and Guadeloupe** are encouraged to apply.

Benefits

The position is on a fixed-term establishment. Salary will be commensurate with qualifications and experience, and exempt from income taxes. In addition to the basic salary, this post attracts allowances.

The deadline for all submissions is **Tuesday 15th November 2022.**

Only applications under consideration will be acknowledged.

Apply for This Job