

# VACANCY

The Development Bank of Jamaica (DBJ) seeks to identify suitable applicants for the position of:

## **MANAGER, CORPORATE COMMUNICATIONS & PUBLIC RELATIONS**

The Manager, Corporate Communication and Public Relations is responsible for the achievement of DBJ's public awareness, brand and corporate image strategic objectives as well as the effective coordination of internal and external communication of DBJ's mandate, activities, and performance.

### **PRINCIPAL DUTIES & KEY RESPONSIBILITIES**

- Develop and execute a communication strategy and vision that builds and maintains a positive corporate brand.
- Prepare/review press releases and any other communicate from the Bank; prepare speeches and other presentation material for the Managing Director, Board Directors and management as required.
- Co-ordinate and execute the activities concerning the preparation and publication of the Bank's Annual Report to ensure completion within the specified timeframe.
- Create and prepare the publication of a quarterly in-house Staff Newsletter and any other internal communication required to create and maintain Staff awareness of DBJ's activities.
- Develop and administer a Donations & Sponsorship Policy to enhance the Bank's corporate image.
- Provide technical advice to the Managing Director, the Board and senior management on communication and public relations matters, particularly on handling of sensitive public issues to preserve reputation.
- Write, edit and approve all company marketing and communications including press releases, fact sheets, website copy, and corporate newsletters, with the goal of giving one consistent voice to all public correspondence and messaging.
- Oversee the development and maintenance of the corporate website including methods to deliver messages, ease of navigation, and clarity of information; ensure that all content is current and relevant.

**QUALIFICATIONS** - the required **minimum** qualifications, experience and attributes:

- Bachelor's degree in communication, Public Relations, Journalism or related field
- Supervisory experience would be an asset
- Exceptional writing & editing skills and the ability to author compelling articles/reports and distill complex information into clear and concise messages.
- Excellent oral communication skills; and the ability to interact effectively with people of all socio-economic background, capacities, and organizations.
- Self-motivated, creative and proactive; with the ability to manage time well and meet deadlines consistently.
- Computer literacy (should be proficient at Word, PowerPoint, Publisher and other graphics and/or presentation software)
- Experience in media relations, strong knowledge of the media landscape, anticipating and responding to sensitive media inquiries
- Experience in crisis communication management is highly desirable.
- Minimum eight (8) years' experience in Communication/PR preferably in the financial services sector.

Qualified applicants are invited to submit their applications no later than **3<sup>rd</sup> November 2023** to:

**MANAGER, CORPORATE COMMUNICATION & PUBLIC RELATIONS**  
EMAIL: [mail@dbankjm.com](mailto:mail@dbankjm.com)