



VACANCY NOTICE: Communications and Public Relations Specialist

The Discover Dominica Authority (DDA) seeks a highly motivated and talented Communications and Public Relations Specialist to join our team and drive communications and public relations efforts. If you are passionate about strategic corporate and media communication, have excellent writing and communication skills, and thrive in a fast-paced environment, we invite you to apply for this position.

JOB STATEMENT:

The Communications and PR Specialist will report directly to the Chief Executive Officer/Director of Tourism of Discover Dominica Authority.

EDUCATION/TRAINING AND EXPERIENCE:

The position requires a Bachelor's degree in Marketing, Public Relations or a related field with at least five years of relevant professional experience in a communications environment.

RESPONSIBILITIES INCLUDE:

- Develop and implement strategic communication plans to enhance DDA's brand and reputation.
- Support the management and planning of specific communication activities and events.
- Create engaging and persuasive content for multiple communication channels, including press releases, articles, blog posts, social media platforms, and website content.
- Engage and maintain relationships with media outlets, journalists, influencers and stakeholders.
- Manage media inquiries and coordinate interviews and press conferences.
- Monitor media coverage and prepare reports on public relations efforts.
- Support crisis communications, ensuring timely and effective responses to issues.
- Collaborate with internal teams to align communication strategies with organisational goals.
- Assist in organising and executing promotional events, expo presentations and campaigns.
- Stay updated with industry trends and developments to identify new communication opportunities.
- Assist in the development and execution of marketing materials, including brochures, presentations, and promotional materials.

COMPETENCIES:

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field
- Strong creativity and ability to think outside the box.
- Strong writing and editing skills with keen attention to detail
- Excellent verbal communication and presentation skills.
- Proven experience as a Communications Specialist, Public Relations Specialist, or similar role.
- Familiarity with media relations and press release writing.
- Ability to work effectively under pressure and meet tight deadlines.
- Possess a quality and service mindset.
- Strong organisational and project management skills.
- Knowledge of industry-standard communication tools and software.

CONDITIONS OF RECRUITMENT:

The position is on a contractual basis. Renewal is based on performance.

APPLICATION PROCESS AND TIMELINE:

Interested candidates are invited to submit their resumes, along with a cover letter highlighting their relevant experience, to hrd@dominica.dm by 16th June 2023. Please mention **Confidential Application for the Position of Communications/Public Relations Specialist** addressed to:

The CEO/Director of Tourism
Discover Dominica Authority
Ground and 1st Floor, 5-7 Great Marlborough Street
Roseau, Dominica
Email: hrd@dominica.dm
The closing date for receipt of applications is 16th June 2023.