



VACANCY NOTICE: Marketing Executive Caribbean and French West Indies

The Discover Dominica Authority (DDA) seeks a highly motivated and talented Marketing Executive to join our team and drive marketing efforts in the Caribbean and French markets. If you are passionate about marketing, have a creative mindset, and thrive in a fast-paced environment, we encourage you to apply for this exciting opportunity.

JOB STATEMENT:

The Marketing Executive will report directly to the Destination Marketing Manager.

EDUCATION/TRAINING AND EXPERIENCE:

The position requires a Bachelor's degree in Marketing or a related field with at least three years of relevant work experience in a marketing environment.

RESPONSIBILITIES INCLUDE:

- Develop and implement strategic marketing plans to promote the destination in the Caribbean and French markets.
- Develops communication strategies for sustainable relationships with Tourism stakeholders.
- Collaborate with market research to conduct research and analyse travel and tourism trends, preferences, and competitor activities.
- Collaborate with the marketing team to create engaging marketing campaigns across multiple channels (print, digital and social media platforms.)
- Coordinate and participate in industry events, trade shows, and conferences.
- Build relationships with key stakeholders, including clients, partners, and media outlets.
- Monitor and report on the effectiveness of marketing activities, providing insights and recommendations for improvement.
- Evaluates the achievement of targets against budgetary allocation;
- Stay updated with industry trends and developments to identify new marketing opportunities.
- Assist in the development and execution of marketing materials, including brochures, presentations, and promotional materials.

COMPETENCIES:

- Solid understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Strong creativity and ability to think outside the box.
- Proficient in digital marketing tools and platforms, including social media management.
- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- In-depth knowledge of the specific markets and product niches.
- Willingness to travel within the Caribbean region, as required.

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 and a cover letter highlighting their relevant experience to hrd@dominica.dm by 16th June 2023. Please mention **Confidential Application for the Position of Marketing Executive (Caribbean and FWI)** 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.