

## JOB DESCRIPTION

POSITION IDENTIFICATION		FUNCTIONAL RELATIONSHIPS	
<b>Job Title:</b>	<b>Marketing and Corporate Communications Manager</b>	<b>Direct Reports:</b>	Marketing and Corporate Communications Officer, Graphic and Web Design Officer Digital Communications Officer
<b>Reports to:</b>	Senior Manager – Marketing, Business Development and Customer Care (SM MBDCC)	<b>Internal Contacts:</b>	All Employees
<b>Department:</b>	Marketing Business Development and Customer Care	<b>External Contacts:</b>	Local and International Media, Business Clients/Customers, Private Sector Entities, Government Ministries and Departments, Industry Stakeholders and Partners and Statutory Entities.
<b>Classification</b>	Grade 2	<b>Revised</b>	July 1 <sup>st</sup> , 2025

### JOB SUMMARY:

The Job holder is responsible for developing and executing strategic marketing and communication initiatives to enhance the visibility and reputation of the Saint Lucia Air and Sea Ports Authority (SLASPA).

### DUTIES AND RESPONSIBILITIES

#### Strategic Marketing

- Develops and implements a Port Marketing Strategy to enhance SLASPA's visibility in regional and international markets.
- Identifies and executes marketing initiatives to attract shipping lines, cargo businesses, and aviation stakeholders to use Saint Lucia's ports.
- Conducts market research to identify growth opportunities, industry trends, and competitor insights.
- Develops marketing campaigns targeting port users, logistics companies, international carriers, and potential investors.

- Supports business development strategies by working closely with the Business Development and Customer Care (BDCC) team.
- Oversees the creation of marketing materials, trade show participation, and digital content to promote SLASPA's services.

### **Corporate Communications & Public Relations**

- Leads the internal and external communications strategy to align with SLASPA's corporate vision.
- Oversees the development and implementation of corporate branding guidelines and ensure brand consistency across all platforms.
- Builds and maintain a strong **brand identity** for the port through public relations and corporate communications.
- Manages public relations activities, media inquiries, and crisis communication to protect and enhance SLASPA's public image.
- Fosters relationships with local, regional, and international media to promote SLASPA's initiatives and key projects.
- Drafts and reviews press releases, speeches, key messages, and corporate reports for Senior Management and the Port Council.
- Oversees digital marketing campaigns to improve engagement with key audiences across various digital platforms.
- Manages SLASPA's social media presence, website content, and online engagement strategies.
- Utilizes SEO, PPC, email marketing, and data analytics to measure and improve digital marketing performance.
- Leads the development of multimedia content, including videos, blogs, and visual storytelling, to promote SLASPA's initiatives.

### **Stakeholder Engagement & Community Relations**

- Develops and implements stakeholder engagement strategies to enhance collaboration with government agencies, business clients, and industry partners.
- Represents SLASPA at industry conferences, networking events, and trade exhibitions to foster partnerships.
- Leads corporate social responsibility (CSR) initiatives to enhance community engagement and sustainability efforts.
- Supports sponsorship and partnership initiatives to strengthen SLASPA's presence in local and regional markets.

### **Crisis Management & Risk Communication**

- Develops and implements crisis communication protocols to manage public relations risks effectively.

- Serves as the key point of contact for urgent media inquiries, incident response, and reputation management.
- Ensures clear and timely communication in case of port disruptions, security incidents, or operational challenges.

### **Leadership & Team Development**

- Provides mentorship and leadership to the marketing and corporate communications team.
- Oversees the performance management, training, and development of direct reports.
- Works closely with the Senior Management Team to align marketing and communications with SLASPA's strategic objectives.

### **QUALIFICATIONS**

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- Bachelor's Degree in Marketing/Communications/Business Administration/Port Management or a related field plus five (5) years' experience in a senior marketing or communications role
- Experience in port marketing, corporate branding, and stakeholder engagement is an asset.
- Experience in media relations, crisis communication, and corporate communications is an asset.

### **KNOWLEDGE, SKILLS AND ABILITIES**

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- Demonstrates a high level of confidentiality, competency and professionalism at all times
- Strategic thinking skills to build partnerships and establish SLASPA as a prominent player in the regional and global maritime and aviation industries.
- Proactive leader with strong expertise in port marketing, media relations, and brand management
- Strategic leadership with a proven ability to develop and execute marketing plans.
- Strong knowledge of digital marketing, SEO, and social media strategy.
- Exceptional communication skills, including writing, presentation, and stakeholder engagement.
- Strong knowledge of port marketing, shipping, logistics, and aviation sectors.
- Knowledge of and proficiency in digital marketing tools, CRM software, and content management systems.
- Ability to manage crisis communications and protect corporate reputation.
- Excellent organizational and project management skills.
- Sound problem-solving skills,
- Active listening skills and attention to detail
- Ability to work under pressure and meet tight deadlines.
- Strong team leadership, coaching, and mentorship capabilities.

### **SIGNATURE**

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I confirm that the requirements of this job description were discussed with me and I understand what is expected of me.

Employee's Name : \_\_\_\_\_

Employee's Signature : \_\_\_\_\_

Date : \_\_\_\_\_