

JOB DESCRIPTION

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

- 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

- 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

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 : _____