



UNIVERSAL
SERVICE FUND

USF - Bridging the information gap.....Internet Access for Everyone

MARKETING/PUBLIC RELATIONS MANAGER

The Universal Service Fund invites applications for the position of **Marketing/Public Relations Manager**. The incumbent will, under the direction of the Chief Executive Officer, develop, and implement strategic and tactical marketing and public relations plans and disseminate strategic information to the general public regarding the vision and performance of the Universal Service Fund.

CORE RESPONSIBILITIES:-

- Manage and coordinate all marketing, advertising, and promotional activities. Conduct market research to determine market requirements for existing and future initiatives; and analyse customer research and current market conditions
- Develop and implement comprehensive and aligned marketing, public relations and communications plans, for new and existing initiatives
- Manage the productivity of the marketing and public relations plans and initiatives; monitor, review and report on all marketing and public relations activities and results
- Evaluate new/evolving media technologies (blogs, RSS, video, webcasts, social media)
- Manage the creation of all marketing and public relations programmes, tools, and create insightful marketing and public relations presentations
- Execute integrated online/offline search engine marketing, advertising PR, trade shows, conferences & other relevant campaigns to stimulate interest/demand for Internet services.
- Determine and manage the marketing and public relations budgets and deliver marketing and public relations activities on time and within agreed budgets
- Actively engage, cultivate, and manage media relationships to ensure coverage surrounding organization programmes, special events, public announcements, fundraising, outreach activities and other projects. Prepare timely releases for publications/broadcasts by the media
- Develop and deliver training programmes for Community Access Point Administrators/users. Plan and manage speaking opportunities for corporate managers

REQUIREMENTS:-

Qualifications and Experience:

BSc. Degree Mass Communication or equivalent with a minimum of three years' experience in the Public Relations/Marketing field.

- Excellent oral and written communication skills
- Excellent interpersonal skills.
- Excellent communicator, with experience in public speaking.
- Excellent presentation skills.
- Strong understanding of customer and market dynamics and requirements.
- Computer proficiency and the ability to effectively use multiple software applications.
- Ability to work independently and as part of a team.

Ownership of a reliable motor vehicle, approved for use on corporate business is a requirement.

Submit applications no later than Monday 2017 June 12 to:

hr@usf.gov.jm or

The Human Resource Manager

Universal Service Fund

4th Floor, PCJ Resource Centre

36 Trafalgar Road, Kingston 10

The USF, an agency of the Ministry of Science, Energy and Technology is a statutory body with a mandate for discharging the government's responsibilities for universal ICT services under the Telecommunications Act. The USF has the responsibility to collect and manage the Universal Service Obligation Levy imposed on incoming international telephony calls.

We extend our appreciation to all applicants.

However, only shortlisted applicants will be contacted.