



# Vacancy

## Marketing and Communications Consultant - President's Office

The Anguilla Community College (ACC) is pleased to invite applications from suitably qualified persons to fill the post of Marketing and Communications Consultant. This contractual position is expected to take effect from **May 01, 2025**.

The role carries the responsibility for marketing the College and contributing to building its profile. The Marketing and Communications Consultant (MCC) will liaise with multiple stakeholders to ensure that the ACC's programmes are conveyed to key target audiences in Anguilla and across the Caribbean; support ACC's internal and external marketing and communications strategy; write and disseminate publicity materials, respond to queries from the public and media and coordinate and launch promotional events.

### Key functions of the role:

- Provides marketing and communications leadership and support for the College while working in close collaboration with the President and various stakeholders
- Collaborates with management to develop and implement effective communication and marketing strategies based on ACC's target audiences;
- Implements marketing and communications plans to support college departments
- Writes, designs, coordinates, edits, and distributes content, including publications, press releases, website content, annual reports, speeches and other communication and marketing material that communicates ACC's activities, products and services;
- Conducts market research, including labour market trends, competitor strategies and benchmark analysis.
- Organizes recruitment drives and marketing events held on campus in conjunction with admissions staff.
- Seeks opportunities to enhance the ACC reputation and brand
- Develops and maintains effective relationships and communication channels with all donors and prospective donors
- Plans, develops and coordinates social media for all departments of the College including Facebook, Instagram, YouTube, LinkedIn, YouTube, X and Tik Tok.
- Plans and oversees the implementation of events and promotions as required
- Updates the website regularly to reflect the College's staff, students, faculty, offerings, activities, and events as required.

### Personal and Professional Requirements:

The Marketing and Communications Consultant should possess:





1. Tertiary level qualifications preferably a Bachelor's degree in marketing, communications, public relations or within a relevant field.
2. A minimum of two years experience in the field of marketing and/or public relations.
3. Excellent writing, editing, research and oral communications skills. Advanced knowledge of social media communications is essential.
4. Knowledge of the policies, procedures and organization of the college, as well as a broad understanding of how the marketing and communications function operates.
5. A strong work ethic and values that demonstrate confidentiality and professionalism.
6. Excellent written and oral communication skills and high competence in the use of computer software, such as Canva and Photoshop, Adobe Creative Suite applications, MS Outlook and MS Office Suite ( Word, Excel, PowerPoint, Publisher) and any other Content Management Software (CMS).
7. Experience and competence in photography, web writing, graphic design, audio and video production will be an asset.

### **Remuneration**

A competitive salary and benefits will be offered to the successful candidate.

### **Conditions**

This role will be remote but the successful candidate will be expected to schedule and make visits as required.

### **All applications should be addressed to:**

Human Resource Manager, The Valley, Anguilla

Email: [Bernice.Edwards@acc.edu.ai](mailto:Bernice.Edwards@acc.edu.ai)

Telephone: (264) 498-8395/497-2538

Office Hours: 8:30 a.m. to 4:30 p.m. Monday to Friday

**Applications should be received by 28 March 2025. The application package should include:**

1. A letter of interest specifically addressing the applicant's background in relation to qualifications described (not more than three pages);
2. A current résumé or curriculum vitae;
3. Certified copies of educational qualifications; and
4. Three professional references (one of which should be from a current supervisor) with each referee's position, office or home address, e-mail address, and telephone numbers.

For additional information about the College and for a complete job description, please send your request to [Bernice.Edwards@acc.edu.ai](mailto:Bernice.Edwards@acc.edu.ai)

