



THE TRINIDAD & TOBAGO SOLID WASTE MANAGEMENT COMPANY LIMITED

## JOB DESCRIPTION

### CORPORATE COMMUNICATIONS SPECIALIST

<b>Job Title:</b>	Corporate Communications Specialist	<b>Department:</b>	Communication
<b>Reports To:</b>	General Manager Communication Sales and Marketing	<b>Based At:</b>	Head Office

#### Job Purpose

The incumbent will be responsible for the formulation and execution of a Communications Plan for the Company to support the business goals and priorities enhancing both internal and external communications.

#### Key Accountabilities and Responsibilities

- Create and execute an integrated communications strategy and budget.
- Deliver an effective communication plan within budget.
- Must possess the skills necessary to participate in radio, online and television interviews.
- Develop a strategy for managing the intranet and internet website, print and other communicational channels. Drive impactful e-Marketing i.e. social media campaigns.
- Plan and coordinate media and marketing events including press conferences and informational meetings on behalf of SWMCOL under the direction of the GM Communication Sales & Marketing.
- Under the direction of the General Manager Communication Sales and Marketing deliver excellence in brand positioning internally and externally.
- Manage and shape the company's communication strategy, and build and maintain relationships with the public, media, and other key stakeholders.
- Manage the company social media accounts, drafting social media content, and scheduling post.
- Provide input to the senior management team and participate as part of the overall corporate communications team to fulfill objectives.
- Planning, participating, coordinating and organizing public consultations, conferences, seminars, workshops and similar special events.
- Stay informed of corporate initiatives and ensure all messages are aligned with it.
- Oversee communication from several areas and work with team members to develop creative and consistent messages.



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- Enhance the understanding of employees by preparing and executing communications programs internally which are according to the strategies of the organization.
- Gauge public perception about the company or key employees based on media, survey polls and online opinion.
- Prepare speeches and press releases to be used by the company, CEO, or the Chairman of SWMCOL
- Participate actively in any corporate or public image positioning initiatives such as crafting new logos, taglines, brand naming, etc.
- Supervise the conduct of corporate events with high media visibility.
- Prepare an invitation list for the media in any corporate or celebrity event.
- Assist in securing guaranteed spots in broadcast and print media for press releases, announcements and appearances as needed.
- Provide support for executives and personalities appearing on any media stations.
- Actively participate in the company's public education program.
- Production of audio visual / video and power point presentations to support public education programs
- Assist in editing and proofreading documents produced by various departments which are to be placed in the media.
- Attend monthly divisional meetings and lead interdepartmental meetings.
- All other related duties as may be assigned

**Qualification and/or Experience:**

**Critical:**

- BA/ B.Sc. Mass Media Communication
- Post-Graduate training in Advertising and Public Relations will be an asset.
- Minimum three (3) years' experience
- Presentation, e-Marketing and basic graphic design skills required
- Experience in public speaking and participating in interviews both on radio and television
- Accepts ownership and takes initiative, results oriented, good networking skill
- Excellent interpersonal and communication skills
- Ability to work on weekends and with tight timeframes

**Important:**

- Must have excellent tact and diplomacy in dealing with the press and the media
- Excellent verbal and written communication skills
- Require excellent skills in grammar, writing, editing and proofreading.
- Immense knowledge and competence in certain software tools for communication purposes and high-quality presentations and reports.
- Proficient at designing communication materials.



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