



VACANCY NOTICE: Digital Marketing Specialist

The Discover Dominica Authority (DDA) seeks a highly motivated and talented Digital Marketing Specialist. As a Digital Marketing Specialist, you will be key in developing and executing effective digital marketing strategies to promote the destination and drive online engagement. You will work closely with the marketing team to implement digital campaigns across multiple platforms.

JOB STATEMENT:

The Digital Marketing Specialist will report directly to the Destination Marketing Manager.

EDUCATION/TRAINING AND EXPERIENCE:

The position requires a Bachelor's degree in Marketing, Communications, or a related field. Proven work experience as a Digital Marketing Specialist or similar role.

RESPONSIBILITIES INCLUDE:

- Develop and execute comprehensive digital marketing strategies to increase brand awareness, drive website traffic, and generate leads.
- Manage all aspects of digital advertising campaigns, including planning, implementation, monitoring, and optimisation.
- Conduct market research to identify target audiences and evaluate current digital marketing trends and techniques.
- Create and manage engaging content for various digital platforms, including social media, website, email marketing, and blog.
- Monitor and analyse website traffic and digital marketing metrics to identify areas of improvement and optimise campaigns.
- Collaborate with the creative team to create compelling visuals, videos, and other multimedia content for digital marketing.
- Provide regular reports and insights on digital marketing performance to the management team.
- Stay updated with industry trends and developments to identify new communication opportunities.
- Assist in the development and execution of marketing materials, including brochures, presentations, and promotional materials, utilising multiple mediums.

COMPETENCIES:

- In-depth knowledge of various digital marketing channels, including SEO, SEM, social media, email and content marketing.
- Experience with digital marketing tools and social media platforms.
- Strong analytical skills and the ability to interpret data and make data-driven decisions.
- Strong organisational and project management skills.
- Excellent verbal communication and presentation skills.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Knowledge of HTML, CSS, and basic web design principles is a plus.

CONDITIONS OF RECRUITMENT:

The position is on a contractual basis. Renewal is based on performance.

APPLICATION PROCESS AND TIMELINE:

Interested candidates are invited to submit their resumes and a cover letter highlighting their relevant experience to hrd@dominica.dm by 16th June 2023. Please mention **Confidential Application for the Position of Digital Marketing Specialist** addressed to:

The CEO/Director of Tourism
Discover Dominica Authority
Ground and 1st Floor, 5-7 Great Marlborough Street
Roseau, Dominica
Email: hrd@dominica.dm
The closing date for receipt of applications is 16th June 2023.



VACANCY NOTICE: Communications and Public Relations Specialist

The Discover Dominica Authority (DDA) seeks a highly motivated and talented Communications and Public Relations Specialist to join our team and drive communications and public relations efforts. If you are passionate about strategic corporate and media communication, have excellent writing and communication skills, and thrive in a fast-paced environment, we invite you to apply for this position.

JOB STATEMENT:

The Communications and PR Specialist will report directly to the Chief Executive Officer/Director of Tourism of Discover Dominica Authority.

EDUCATION/TRAINING AND EXPERIENCE:

The position requires a Bachelor's degree in Marketing, Public Relations or a related field with at least five years of relevant professional experience in a communications environment.

RESPONSIBILITIES INCLUDE:

- Develop and implement strategic communication plans to enhance DDA's brand and reputation.
- Support the management and planning of specific communication activities and events.
- Create engaging and persuasive content for multiple communication channels, including press releases, articles, blog posts, social media platforms, and website content.
- Engage and maintain relationships with media outlets, journalists, influencers and stakeholders.
- Manage media inquiries and coordinate interviews and press conferences.
- Monitor media coverage and prepare reports on public relations efforts.
- Support crisis communications, ensuring timely and effective responses to issues.
- Collaborate with internal teams to align communication strategies with organisational goals.
- Assist in organising and executing promotional events, expo presentations and campaigns.
- Stay updated with industry trends and developments to identify new communication opportunities.
- Assist in the development and execution of marketing materials, including brochures, presentations, and promotional materials.

COMPETENCIES:

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field
- Strong creativity and ability to think outside the box.
- Strong writing and editing skills with keen attention to detail
- Excellent verbal communication and presentation skills.
- Proven experience as a Communications Specialist, Public Relations Specialist, or similar role.
- Familiarity with media relations and press release writing.
- Ability to work effectively under pressure and meet tight deadlines.
- Possess a quality and service mindset.
- Strong organisational and project management skills.
- Knowledge of industry-standard communication tools and software.

CONDITIONS OF RECRUITMENT:

The position is on a contractual basis. Renewal is based on performance.

APPLICATION PROCESS AND TIMELINE:

Interested candidates are invited to submit their resumes, along with a cover letter highlighting their relevant experience, to hrd@dominica.dm by 16th June 2023. Please mention **Confidential Application for the Position of Communications/Public Relations Specialist** addressed to:

The CEO/Director of Tourism
Discover Dominica Authority
Ground and 1st Floor, 5-7 Great Marlborough Street
Roseau, Dominica
Email: hrd@dominica.dm
The closing date for receipt of applications is 16th June 2023.



VACANCY NOTICE: HUMAN RESOURCE OFFICER

The Discover Dominica Authority (DDA) seeks a skilled and dedicated **Human Resource Officer** to join our dynamic team. If you are passionate about human resources, have strong organisational skills, and enjoy working in a collaborative environment, we invite you to apply for this position.

JOB STATEMENT:

The Human Resource Officer will report to the Director of Tourism and the Executive Director of Discover and Invest Dominica Authorities. The successful candidate will develop, coordinate and administer quality control systems for the human resource function of both Authorities.

EDUCATION/TRAINING AND EXPERIENCE:

This post is a Human Resource Generalist position and requires a Bachelor's degree or equivalent in Human Resource Management or a related discipline plus three (3) years of relevant work experience. Certification in Human Resource Management would be an asset.

RESPONSIBILITIES INCLUDE:

- Develops and implements HR policies, procedures, and programs aligned with the company's goals and values.
- Manages the recruitment cycle, including job postings, screening, interviewing, and onboarding of new employees.
- Administers employee benefits and ensures accurate records are maintained.
- Coordinates and guides the employee performance management system.
- Supports employee development and training initiatives.
- Handles employee relations, including conflict resolution, disciplinary actions, and grievance procedures.
- Stays updated with relevant employment laws and regulations to ensure compliance.
- Maintains HR records and generates reports as required.
- Contributes to developing and maintaining a positive work culture and employee engagement.

COMPETENCIES:

- Proven experience as an HR Officer, HR Generalist, or similar role.
- Solid understanding of HR functions and best practices.
- Knowledge of employment laws and regulations.
- Strong interpersonal and communication skills
- Excellent organisational and time management abilities.
- Ability to handle sensitive and confidential information with discretion.
- Proficient in HR software and Microsoft Office Suite
- Strong analytical, organisational and project management skills.
- Management experience with the ability to lead and motivate a team.

CONDITIONS OF RECRUITMENT:

The position is on a contractual basis. Renewal is based on performance.

APPLICATION PROCESS AND TIMELINE:

Interested candidates are invited to submit their resumes and a cover letter highlighting their relevant experience, to hrd@dominica.dm by 16th June 2023. Please mention **Confidential Application for the Position of Human Resource Officer** addressed to:

The CEO/Director of Tourism
Discover Dominica Authority
Ground and 1st Floor, 5-7 Great Marlborough Street
Roseau, Dominica
Email: hrd@dominica.dm

The closing date for receipt of applications is 16th June 2023.



VACANCY NOTICE: Marketing Executive Caribbean and French West Indies

The Discover Dominica Authority (DDA) seeks a highly motivated and talented Marketing Executive to join our team and drive marketing efforts in the Caribbean and French markets. If you are passionate about marketing, have a creative mindset, and thrive in a fast-paced environment, we encourage you to apply for this exciting opportunity.

JOB STATEMENT:

The Marketing Executive will report directly to the Destination Marketing Manager.

EDUCATION/TRAINING AND EXPERIENCE:

The position requires a Bachelor's degree in Marketing or a related field with at least three years of relevant work experience in a marketing environment.

RESPONSIBILITIES INCLUDE:

- Develop and implement strategic marketing plans to promote the destination in the Caribbean and French markets.
- Develops communication strategies for sustainable relationships with Tourism stakeholders.
- Collaborate with market research to conduct research and analyse travel and tourism trends, preferences, and competitor activities.
- Collaborate with the marketing team to create engaging marketing campaigns across multiple channels (print, digital and social media platforms.)
- Coordinate and participate in industry events, trade shows, and conferences.
- Build relationships with key stakeholders, including clients, partners, and media outlets.
- Monitor and report on the effectiveness of marketing activities, providing insights and recommendations for improvement.
- Evaluates the achievement of targets against budgetary allocation;
- Stay updated with industry trends and developments to identify new marketing opportunities.
- Assist in the development and execution of marketing materials, including brochures, presentations, and promotional materials.

COMPETENCIES:

- Solid understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Strong creativity and ability to think outside the box.
- Proficient in digital marketing tools and platforms, including social media management.
- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- In-depth knowledge of the specific markets and product niches.
- Willingness to travel within the Caribbean region, as required.

CONDITIONS OF RECRUITMENT:

The position is on a contractual basis. Renewal is based on performance.

APPLICATION PROCESS AND TIMELINE:

Interested candidates are invited to submit their resumes and a cover letter highlighting their relevant experience to hrd@dominica.dm by 16th June 2023. Please mention **Confidential Application for the Position of Marketing Executive (Caribbean and FWI)** addressed to:

The CEO/Director of Tourism
Discover Dominica Authority
Ground and 1st Floor, 5-7 Great Marlborough Street
Roseau, Dominica
Email: hrd@dominica.dm

The closing date for receipt of applications is 16th June 2023.