



We are Hiring! DIGITAL/SOCIAL MEDIA COORDINATOR

Join us in showcasing Dominica to the World!

We're seeking a dynamic, innovative, and digitally savvy professional to join its vibrant digital marketing team in the role of **Digital/Social Media Coordinator (SMC)**.

JOB STATEMENT:

The Social Media Coordinator (SMC) will report directly to the Destination Marketing Manager (DMM) and will play a critical role in enhancing DDA's digital footprint. The successful candidate will lead strategic initiatives across key digital platforms to engage audiences and promote Dominica as a premier travel destination. If you live and breathe digital content creation, have experience in digital marketing, and possess a knack for storytelling, DDA would love to hear from you!

RESPONSIBILITIES INCLUDE:

The Social Media Coordinator will utilize digital channels—including search engines, social media platforms, email, and websites—to connect meaningfully with current and prospective visitors. This includes full-spectrum digital marketing tactics such as:

- **Content Creation**
 - Design captivating graphics, videos, and copy that reflect Dominica's identity and resonate across platforms.
- **Social Media Management**
 - Strategically manage DDA's presence on Facebook, Instagram, X, LinkedIn, and other emerging platforms.
 - Schedule and publish posts, monitor interactions, and ensure timely, professional responses to inquiries.
- **Digital Strategy and Analytics**
 - Develop, execute, and refine data-driven digital strategies.
 - Use analytics to evaluate performance and optimize engagement.
 - Track and analyse social media metrics and KPIs (Key Performance Indicators) to assess the effectiveness of social media campaigns.
 - Conduct research on competitors' social media activities and industry trends to identify opportunities and best practices.
- **Community Engagement**
 - Cultivate strong online communities by sparking authentic interactions and conversations.
- **Social Advertising**
 - Lead paid advertising initiatives across social platforms.
 - Create targeted campaigns and monitor KPIs for continuous improvement.
- **SEO & SEM Integration**
 - Collaborate on strategies to improve search rankings and increase online visibility.
- **Reporting**
 - Assist in generating reports, summarizing social media performance and providing insights to guide future strategies.

EDUCATION/TRAINING AND EXPERIENCE:

- A degree in Marketing, Communications, Tourism, or a related field
- Certification in digital marketing or social media management
- Minimum two (2) years of experience in digital marketing or social media management
- Proficiency with social media tools, analytics platforms (e.g., Meta Ads Manager, Google Analytics), and design software
- Strong storytelling ability with a creative eye for visuals

COMPETENCIES:

- Advanced proficiency in Microsoft Office and relevant digital tools
- Excellent interpersonal, written and verbal communication skills and experience interacting with high profile executives and clients.
- Strong analytical, organizational and project management skills. Ability to handle multiple tasks and deadlines.

CONDITIONS OF RECRUITMENT:

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

APPLICATION PROCESS AND TIMELINE:

Indicate your interest by forwarding your Cover Letter, Resume and two (2) references to include at least one (1) most recent employer by **October 2, 2025**, to:

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