



Position Title

Contract Marketing & Business Development Manager

Accountability

Reporting to the Director, the successful candidate will have responsibility for developing high-level marketing strategy and for operationalizing this strategy at the tactical level.

The Role

The role is an exciting marketing opportunity for someone who can be a “one man band”. It includes the end-to-end marketing process of researching the industry, surveying the competitive landscape, making recommendations on strategy, branding and advertising and then seeing the approved recommendations implemented. There will be a very limited opportunity to give input in to the product definition, design and pricing. Contract length to be determined but estimated between 3-6 months.

The primary deliverables include, but are not limited to:

1. Developing an industry analysis report of the local marketplace and the wider industry, primarily in the United States.
2. Developing a Competitor Analysis document mapping competitors by product and market position.
3. Performing a SWOT or TOWS Analysis.
4. Conducting Primary Research to determine qualitative information on products, services, competitive position, value proposition, external stakeholders' view, and future product & service offerings, etc.
5. Executing a quantitative survey and/or focus groups of customers and the general public to determine opportunities and threats
6. Developing a Creative Strategy Briefing document that clearly articulates the value-added proposition and Positioning Statement
7. Developing an operational plan to re-brand and re-position the products focusing on low-cost marketing tactics, including Town Hall meetings, opinion articles, interviews, youth engagement activities, etc.
8. Managing the delivery of the approved marketing implementation plan, which may involve working with marketing vendors, designers, website developers, event planning vendors
9. Drafting collateral including brochures, website copy, fliers, radio advertisements, etc.
10. Producing regular reports on all marketing activities

The Person

The individual should be a seasoned marketing professional who can present a portfolio of companies or products that successfully marketed as a demonstration of that experience. Other requirements include:

- Ability to interact with persons at the highest level including Chief Executives and Directors.
- Experience in repositioning a product or business, branding a product for consistency across several media including oversight of graphic designers.
- Ability to execute a grass roots marketing plan including project management of tasks and vendors.
- Experience in establishing a web strategy and managing the design and launching of the website would be an asset.
- Membership in a professional Marketing industry association would be helpful.
- Experience working in Financial Services would be an asset.

Interested applicants please submit a detailed resume along with two employment references to:

Tracy Shott at tshott@bes.bm or in writing to:

Tracy Shott, BES Ltd.,

77 Front Street, Hamilton HM 12.

Closing date for applications: August 17th, 2012

Background checks will be conducted on short-listed applicants