



Our people are our competitive advantage.

At Butterfield, we pride ourselves on being approachable, disciplined and proactive. If you embody these qualities and have the necessary experience, you may be the one we're looking for.

Vice President, Communications, Brand & Public Affairs

Marketing and Communications Department

This position, reporting to the Senior Executive Vice President, is responsible for leading the team responsible for the development and execution of branded internal and external communications for the Butterfield Group. The incumbent will also direct the Brand Governance and website functions.

Your responsibilities will include:

- acting as Senior Communications consultant and adviser to Butterfield's leadership team on planning, developing and delivering communications
- leading the Corporate Communications function, responsible for media relations and public affairs, including the delivery of quarterly and annual reports, press releases and statements, and executive commentary. Acting as official Butterfield spokesperson
- managing the Internal Communications function, ensuring employees are provided with accurate, timely information
- managing the Group website and the graphic design function, acting as a subject matter expert with respect to layout, pre-press and print production
- managing the copywriting and editing function, ensuring that text developed for advertising and marketing collateral is original, creative, accurate and brand compliant
- managing the Brand Governance function in accordance with the Group's brand policies and standards. Responsible for the maintenance, ongoing development and dissemination of Corporate guidelines
- managing crisis communications in order to minimise reputational risk
- managing, mentoring and guiding a team of marketing and communications professionals
- consulting with Marketing Account Managers to develop promotional campaigns, advertising strategies, imagery and ideas for collateral, identifying opportunities for promotional campaigns, advertising and marketing collateral across Group jurisdictions
- supervising public relations agency and working as part of the team that evaluates and selects new marketing & communications vendors
- planning and managing Corporate Communications budgets

Your experience may include:

- Bachelor's degree in Business, Journalism, Communication or a related discipline with 10 years managerial experience and five years of line management in marketing and communications
- proven experience developing and executing strategic media and public relations plans and managing crisis communications
- experience writing communication/speeches for executive-level delivery
- thorough knowledge of banking, investment and fiduciary products and services
- demonstrated ability to develop and lead high profile communications projects, which affect key business objectives
- knowledge of web design and content development
- highly developed writing, editing, proof-reading, presentation and inter-personal skills
- hands-on knowledge of graphic design and experience with pre-press and publishing processes
- experience in dealing with local and international media
- ability and experience in translating technical information for a non-technical audience
- ability to establish and manage priorities and budgets
- proficient in Microsoft suite of applications (Word, Excel, Outlook)

Please apply by 22 October 2012 to:
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