

# ARE YOU EXTRAORDINARY?

Are you always looking ahead, seizing opportunities and creating a better future? If this describes you keep reading.

A Digicel employee is responsive, agile and caring. We push boundaries and are uncomfortable being comfortable. We question norms and we put our ideas into action. We care about our customers and we show it. That's why 11 million customers worldwide including Bermuda choose and trust Digicel.

## **We are seeking an extraordinary Marketing Executive.**

Reporting to the Commercial Director, the Marketing Executive will take a leadership role to ensure the company's image in marketing communications, including but not limited to: advertising, events, public relations and collateral development. All kept at a consistently high level in accordance with Digicel Brand standards.

### **Responsibilities include but not limited to:**

- Developing the marketing strategy to meet changing marketing and competitive conditions;
- Assist with planning, organization and execution of promotional campaigns and events;
- Manage advertising agencies and printers to coordinate promotions, events, marketing materials and other activities;
- Liaise with PR agency to ensure the public image of Digicel is maintained in line with brand objectives;
- Work with sales staff to implement new pricing, merchandising programs; new product promotional introductions; promotional advertising and in-store consumer promotions;
- Developing and maintaining the annual marketing budget; and
- Providing marketing advice and guidance to ensure overall marketing effectiveness.

### **The successful candidate will possess:**

- At least three years of proven marketing experience, preferably in the wireless and/or telecommunications industry;
- Applicants with aligned Project Management experience also considered;
- Previous experience in new market launch, acquisition, or start up environment a significant advantage; and
- Bachelor's Degree with concentration in marketing an advantage.
- Commercially aware;
- Good organizational skills including ability to self-prioritise;
- Strong leadership, high level of confidence and assertiveness;
- Highly developed communication and interpersonal skills;
- Proven track record of delivering objectives on tight deadlines;
- The ability to work extended hours as necessary;

# Digicel™

**To confidentially apply for this excellent opportunity, please contact:**

**Kay E. Trott – [hr.bermuda@digicelgroup.com](mailto:hr.bermuda@digicelgroup.com)**

**Closing date for applications: May 26th, 2015**