

# *Are you an accomplished writer with a passion for Bermuda?*

The Bermuda Tourism Authority (BTA) has an exciting opportunity for an experienced **Content Specialist**.

Based in New York and reporting to the Director of Public Relations & Content Development, the successful candidate will be responsible for improving the usability, content and conversion of BTA sales and marketing through content development, execution and distribution of content across all relevant channels (internal and external).

## **Duties and responsibilities are varied and include:**

- Researching and writing listings and articles for print and digital publications, collateral, e-newsletters and applicable website content in coordination with the team under the instruction of the Director of Public Relations & Content Development
- Ability to plan, research, write, edit and maintain fresh website content to improve representation of the Bermuda experience and search engine optimization
- Identifying new content opportunities in conjunction with sales and marketing team and keep content evergreen and
- Demonstrated ability to research, draft, update and edit marketing materials including a variety of projects from various BTA departments including evites, sales collateral, monthly e-newsletters and targeted email campaigns (consumer, meetings, etc.) and press releases. Write original or re-purpose existing content for printed publications and collateral as necessary
- Working closely across departments to ensure copy requests are being satisfied and are in Bermuda's brand voice
- Management of timely distribution and updates of fresh Bermuda content across relevant internal and external partner channels including but not limited to: GoToBermuda.com, TripAdvisor, Virtuoso, Google Destinations, etc
- Assisting with administrative duties related to public relations and content development
- Maintaining Bermuda's brand voice and style guide
- Advocating on behalf of the BTA brand with external stakeholders and meeting professionals across all communications channels and vehicles
- Having a keen understanding of the BTA mission, vision, goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- A complete commitment to the goals and mission of BTA
- Representing the BTA professionally at company and client sponsored events
- Establish and maintain productive working relationships with BTA partners and stakeholders
- Perform other related duties, special projects and assignments as required

## **Requirements for this opportunity are:**

- A Bachelor's Degree (with a concentration in marketing, public relations, journalism or communications) required
- 2-3 years relevant experience. Hospitality, tourism, or journalism experience is preferred
- Excellent verbal, written and proofreading skills. Strong writing style and voice
- Ability to organize and synthesize information from multiple sources
- Familiarity with the Adobe suite of design products along with working knowledge of Microsoft Office products, including PowerPoint, Excel, Word and the ability to quickly learn industry related software
- Simpleview or other CRM system management experience is required
- Proficiency in creating custom content for social media channels such as Facebook, Twitter, and Instagram
- Proven experience successfully managing multiple projects in a fast-paced environment
- Demonstrated ability to convey a sense of urgency, openness to new ideas and the ability to operate in a culture of inclusion & diversity, integrity, customer focus, and respect

Interested?

Please forward a cover letter and resume no later than **February 9<sup>th</sup> 2018** to:

Performance Solutions Limited  
Ref: Bermuda Tourism Authority  
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Email: [hr@psolutions.bm](mailto:hr@psolutions.bm). Phone: 441-232-5270