



DIRECTOR OF COMMUNICATIONS AND PUBLIC RELATIONS

The Bermuda Business Development Agency (BDA) invites applications for the role of Director of Communications and Public Relations.

The Director of Communications and Public Relations will work closely with the Director of Marketing and is responsible for driving national strategic messaging, and public relations and marketing campaigns, on behalf of the agency and Bermuda's international business and financial services sector.

The successful applicant will be expected to produce all internal and external communications and messaging, produce all written content and creative campaigns, lead strategic jurisdictional advocacy initiatives, carry out issues and crisis-management communications when needed and support all promotional efforts and events produced by the BDA.

The Director of Communications and Public Relations will support and drive the BDA's role as a jurisdictional-promotional unit and as a key channel for national reputation protection and enhancement by liaising closely with government, national and industry associations, and stakeholders on key issues and opportunities. An in-depth understanding of the Bermuda market and the global context in which it operates is a critical element of the role. **Future travel may be required.**

Qualifications/Experience:

- Masters or Bachelor degree in Communications, Public Relations, Journalism
- Minimum 10 years as a corporate communications executive or business/financial journalist
- Proven ability to manage and produce a combination of media relations, marketing, video and publishing ventures
- Proven relationships with relevant media and communication professionals
- Proven relationships with stakeholder industries and associations
- In-depth understanding and prior experience of Bermuda's global financial market, including all key industries

If you are interested in joining our dynamic and dedicated team, you are invited to apply by sending your resumé and cover letter to **resumes@bda.bm**

Closing Date: **Monday, March 8th, 2021**

The BDA encourages direct investment and helps international companies start up, relocate or expand their business in Bermuda. An independent, public-private organisation, we connect prospective business to industry professionals, regulatory authorities and government officials to facilitate domicile decisions.

We are an equal opportunity employer that respects the fundamental rights and freedoms of every person, regardless of race, origin, politics, religion, age or sex. We embrace an open, inclusive and respectful workplace.

Bermuda Business Development Agency
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