



**THE POST:** Marketing & Social Media Officer  
**THE SALARY:** (BCS27) \$89,874.72 to (BCS29) \$96,738.97  
**DEPARTMENT:** Communications  
**CLOSING DATE:** Monday, 1st of November, 2021  
**APPLY TO:** Lauren Alleyne,  
Officer, Human Resources & Development,  
at [humanresources@college.bm](mailto:humanresources@college.bm)

## **BC'S CORE VALUE - COMMITMENT TO EMPLOYEES**

Bermuda College supports a work environment that is conducive to a healthy balance among work, family life and self, recognizing that is what leads to a dedicated, creative and innovative employee. We will value each employee's job as a meaningful part of the whole; we will provide professional development opportunities and clearly defined career tracks.

### **THE POST**

Bermuda College is seeking a talented and creative professional to join our staff as an:

#### **Marketing & Social Media Officer.**

The Marketing and Social Media Officer is a key position within the Communications and Marketing Office. The hands-on, creative, marketing strategist creates and develops, in collaboration with other team members, an annual marketing plan inclusive of specialised academic, technical education and professional training programmes and courses. He/she will also assist with the marketing of recruiting events that will raise awareness and generate excitement for the breadth and depth of educational opportunities and happenings at Bermuda College.

### **RESPONSIBILITIES AND ACCOUNTABILITIES**

The Marketing and Social Media Officer is responsible for the content and production of digital marketing campaigns and for developing, implementing and managing the College's social media strategy in collaboration with the Recruitment Officer.

### **ESSENTIAL QUALIFICATIONS AND EXPERIENCE**

The post holder must possess a business degree with a concentration in Marketing, and demonstrable experience in marketing research, analysis and media placement, with a minimum of three (3) years' relevant experience in marketing with social media ~~is required for the post.~~

The post holder must be familiar with Google analytics and deciphering, be competent with AdWords and Facebook paid ads, and be aware of, and current with, marketing trends.

The Marketing and Social Media Officer must be able to demonstrate a high level of professional aptitude, excellent verbal and writing communication skills, and be a team player. In addition, he or she must be detail-oriented, a self-starter, a multi-tasker and possess good time management skills.

### **APPLICATION DOCUMENTS**

Please send, along with your resume: At least two (2) each, recent, written, work and character references which include contact information. Persons providing a work reference must be able to assess your qualifications and experience from their own experience, when working with you. If applying for a teaching post, please provide copies of transcripts and/or copies of relevant certificates from the relevant institution.

**MANY PATHS. DISCOVER YOURS**

236-9000 | [www.college.bm](http://www.college.bm) | Stonington Avenue, Paget, Bermuda PG 04