



BAC Group is seeking to employ a **Marketing and Communications Director**, who will be responsible for planning, developing and implementing the company's marketing strategies, communications, and public relations activities, both internally and externally. Also directs the marketing and communications efforts and coordinates at the strategic and tactical levels with the other functional areas.

#### ESSENTIAL DUTIES AND KEY RESPONSIBILITIES:

##### Strategy and Management

- Lead ongoing development of the BAC Group's marketing and communications plan and ensures adherence to the goals and brand(s) outlined therein
- Responsible for the achievement of the goals and objectives of the Marketing and Communications Plan
- Ensure appropriate systems, staffing and procedures are in place to properly and reasonably support marketing and communications
- Design and implement communications strategies and effective messaging for the Company
- Develop annual budgets for marketing and communications, monitor progress, assure adherence and evaluate performance

##### Brand Management

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing as necessary
- Ensure brand identity, messaging and marketing and communications strategy are infused in all company initiatives
- Strategize and collaborate with the retail and sales management teams to develop go-to-market strategies for existing products and services while coming up with new marketing ideas based on research

##### Content Strategy and Management

- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral
- Lead the strategy and generation of engaging digital content for BAC Group's website, social media and email channels that leads to measurable action

##### Press and Public Relations

- Identify trends, monitor current events and influencers to anticipate opportunities for BAC group to engage in and increase the company's brand reach and strength
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests
- Develop close partnerships with members of the media

#### MINIMUM QUALIFICATIONS, SKILLS, AND EXPERIENCE:

- Bachelor's degree required. An advanced degree preferred in the areas of communications and marketing related field (e.g. marketing, business administration, management, advertising, journalism, and/or communications)
- A minimum of 10 years of professional experience, including leading the communications, marketing, social media and public relations activities of a high-growth organization
- A successful track record in the development and execution of marketing campaigns, communications and public relations activities
- Strong creative, strategic, analytical, organizational and personal skills
- Experience overseeing the design and production of online and print collateral and publications
- Excellent oral and writing and editing skills
- Proven experience in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- Computer literacy in Microsoft Office required – data software such as a CRM, Adobe Design Suite and Microsoft SharePoint experience preferred
- Excellent leadership skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team
- Demonstrated resourcefulness in setting priorities, proposing new ways of creating efficiencies, and guiding investment in people and systems
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality

The Company offers a remuneration package and comprehensive staff benefits commensurate with qualifications and experience for the position. Interested applicants should submit a resume with at least two professional written references and copies of certifications to:

Human Resources  
9 Mill Creek Road, Pembroke, HM 05  
Email: [hr@bac.bm](mailto:hr@bac.bm)  
Tel: 292-0881 ext. 260

**All applications must be received by February 3, 2023**

BAC Group adheres to a policy of a drug free work environment.

BAC Group provides integrated mechanical construction solutions for commercial and residential customers. The services include HVAC, Plumbing, Energy Management Services, Insulation, Solar Energy, Energy Efficiency, Electrical Contracting, TEGG, Construction Engineering and Design/Build, as well as Retail Showrooms.