

Bahamas National Trust – Job Description

Position: Communications Officer
Reports To: Director of Development & Communication
Location: Headquarters – New Providence

Position Summary

The Communications Officer will implement communications strategies that support the Development Department and further organizational goals. The purpose of this position is to promote the BNT brand, establish pro-active relationships with key stakeholder audiences, and interact with the public through various new and emerging social media channels. The Communications Officer position requires proven experience in creating engaging content through creative forms of multimedia. Essential to this role is an understanding of traditional media communications as well with strong copy writing, copy editing, and storytelling competencies. Awareness of advocacy relating to the environment to support the strategic objectives of the BNT is an advantage.

Primary Responsibilities

- Support and promote strategic message delivery, content creation, and new media outreach
- Help to develop clear, well-written materials that document the work of the organization. This includes social media, print and broadcast media stories; brochures; booklets; and audio-visual materials; newsletters; and web-based content to BNT stakeholders and the general public
- Work alongside Development & Communication Team to enhance social media presence, email campaigns, website content, and graphic designs that support the department's strategic goals
- Create and implement editorial calendars to ensure communications efforts complement all program areas on social media, ensuring that content is engaging on all BNT platforms: Facebook, Instagram, Twitter, YouTube
- Draft compelling stories, external promotional materials, and internal announcements and trainings
- Manage advertising and promotional budgets related to social media and communications efforts
- Assist multimedia management and archiving of assets through digital library accessible for internal and external use
- Support marketing efforts that promote organizational programs and BNT events and experiences
- Execute creative copywriting and copyediting for emails, blogs, and various promotional materials
- Support implementation of organizational projects and programs, including fundraising initiatives
- Perform relevant and miscellaneous job-related duties as assigned

Required Skills

- Suitably qualified with experience in communications, marketing, journalism, or relevant field
- Excellent oral and written communication skills with proficiency in copywriting and copyediting
- Disciplined work ethic and keen attention to detail
- Self-starter attitude with growth and skill development interests
- Ability to multitask, work as a part of a team, and meet deadlines under pressure
- Understanding of Bahamian ecology, national and global environmental issues an advantage

Submission Deadline: 11:59PM, Monday, January 11th, 2021 | Cover Letter & Resume Attn: HR@bnt.bs