



**CARIBBEAN EXAMINATIONS COUNCIL
JOB DESCRIPTION**

Job Identification	
Job Title	Marketing Officer
Division	Office of the Registrar
Location	Headquarters
Reports to	Director, Corporate Services
Supervises	
Issue Date	
Date Prepared	17 February 2015
Job Summary	
<p>Leads CXC's marketing campaigns both internally and externally and plays a key role in communicating the organisation's marketing message to ensure continual enhancement of the organisation's profile and expansion of markets for new and existing products and services.</p>	
Key Duties and Responsibilities	
<ol style="list-style-type: none">1. Develops, a distinct brand positioning for CXC and creates and implements innovative and effective marketing campaigns using multiple media to launch and promote this brand2. Creates and manages marketing content3. Manages the overall development of market research, advertising and marketing programmes4. Prepares the marketing budget and monitors the effectiveness of the marketing expenditure5. Assists with the development and implementation of the organisation's Marketing Plan6. Conducts market analyses to support the work of the Business Development Unit7. Any other marketing and communications related duties as may be assigned from time to time	

Required Activities

1. Develops, a distinct brand positioning for CXC and creates and implements innovative and effective marketing campaigns using multiple media to launch and promote this brand

- 1.1 Manages brand development, marketing communications, organisational sponsorships
- 1.2 Manages corporate identity and develops programmes and initiatives to enhance corporate reputation
- 1.3 Communicates effectively with stakeholders and provides them with information on products and services

2. Creates and manages marketing content

- 2.1 Designs and develops advertising and sales promotions to promote and enhance sales of the organisation's products and services
- 2.2 Ensures that all marketing materials are in alignment with the organisation's image
- 2.3 Utilizes the organisation's web presence as a strategic internal and external marketing tool
- 2.4 Maintains systematic documentation to support the development of the marketing content

3. Manages the overall development of market research, advertising and marketing programmes

- 3.1 Conducts market research to identify stakeholder segments and develop marketing programmes to target and grow these segments
- 3.2 Evaluates the success of marketing programmes through market research, sales analysis for pre- and post- marketing
- 3.3 Analyses competitors marketing activities and updates the CXC strategy to maintain its competitiveness
- 3.4 Analyses the performance of new and existing products and services to inform decision making

Required Activities	
4. Prepares the marketing budget and monitors the effectiveness of the marketing expenditure	
4.1	Analyses alternate marketing channels to determine the most cost effective
4.2	Prepares costs for all marketing programmes and compiles them to develop the marketing budget
4.3	Ensures that all marketing activities are managed within the allocated budget
4.4	Analyses sales and other data to determine the effectiveness of the marketing expenditure
5. Assists with the development and implementation of the organisation's Marketing Plan	
5.1	Leads a structured marketing planning process for the effective formulation, execution and measurement of a comprehensive regional and international marketing programme
5.2	Stays up-to-date with the latest trends and techniques in the field of marketing
5.3	Provides additional assistance to the management team as required
6. Conducts market analyses to support the work of the Business Development Unit	
6.1	Undertake research to gather market, competitor and stakeholder intelligence to ensure competitive parity
6.2	Undertake competitive analysis of CXC's products and services to understand strengths, weaknesses, opportunities and threats that can be capitalized on and mitigated against and inform the Strategic Marketing Plan
6.3	Assist with the maintenance of the mechanism for ongoing market scanning and intelligence utilization to retain CXC's competitive positioning
6.4	Assist with the development, implementation and monitoring of regional marketing strategies to ensure visibility and growth of the Council's products and services.
7. Any other marketing and communications related duties as may be assigned from time to time.	

Organisational Relationships
<ul style="list-style-type: none">• Registrar• Director of Corporate Services• Heads of Divisions and Supervisors• Customer Services and Public Relations Officer• Business Development Officer• Webmaster• All other staff members
External Contacts
<ul style="list-style-type: none">• Vendors• Consultants• Learning & Development Institutions• Prospective Employers• Government Representatives• Members of the Administrative and Finance Committee
Qualifications Required
<ul style="list-style-type: none">• A First Degree in Management or a related discipline• Post Graduate Degree in Marketing Management or a related discipline
Other Requirements
<ul style="list-style-type: none">• Experience managing and creating marketing content• Experience using social media• Design skills including graphics and web design• Proficiency in Microsoft Word, Excel and PowerPoint• 3 – 5 years of experience with responsibility for marketing functions at a senior level• The ability to lead a cross-functional team, work to deadlines and organize time effectively and efficiently• The ability to compile and analyse complex information, research and develop solutions to complex issues

Other Requirements Continued

- Excellent interpersonal and communication skills
- Outstanding relationship building skills (with internal and external clients and suppliers)
- Certification in graphics or web design would be an asset
- Competence in use of Microsoft Access and MS Project would be an asset
- Experience with web developer tools would be an asset