



**NATIONAL CARNIVAL COMMISSION OF TRINIDAD AND
DIRECTOR, MARKETING AND COMMUNICATIONS**

JOB SUMMARY

The incumbent is responsible for leading the strategic direction and execution of all marketing, branding, communications, media relations, and public engagement activities of the National Carnival Commission (NCC). This includes enhancing the visibility and reputation of the Commission and Trinidad and Tobago's Carnival locally, regionally, and internationally. The incumbent will ensure that all marketing and communication activities align with the NCC's strategic objectives, preserve cultural authenticity, and promote national pride.

REPORTING RELATIONSHIP:

Reports to the Chief Executive Officer

SUPERVISION GIVEN:

- Marketing and Sales Manager
- Communications Manager

DUTIES AND RESPONSIBILITIES

- **Strategic Leadership & Planning:**

Develop and implement a comprehensive marketing and communications strategy for the NCC and its events.

Lead the branding and positioning of the Commission and the national Carnival as premier cultural and tourism products.

Align all promotional efforts with national cultural policy and NCC's strategic objectives.

- **Marketing & Promotion:**

Design and execute integrated marketing campaigns using digital, print, broadcast, and out-of-home platforms.

Drive domestic and international promotional strategies, including diaspora outreach and strategic partnerships.

Oversee the creation of impactful content that communicates the value and vibrancy of Carnival.

- **Media & Public Relations:**

Manage media relations, public briefings, and official communication on behalf of the Commission.

Build strong relationships with local and international media outlets and journalists.

Prepare and disseminate press releases, media kits, and public advisories.

- **Digital & Social Media Management:**

Direct the development and management of the NCC's digital presence including websites and social media platforms.

Monitor digital engagement and implement data-driven strategies to enhance reach and influence.

- **Event & Stakeholder Communication:**

Provide communication support for NCC's major events and stakeholder engagements.

Ensure consistent messaging and brand identity across all touchpoints.

- **Team & Budget Management:**

Lead and supervise the Marketing and Communications team, promoting professional development and accountability.

Prepare and manage the department's budget and procurement processes in line with public sector guidelines.

KNOWLEDGE, SKILLS, AND ABILITIES

- **Knowledge:**

In-depth knowledge of Trinidad and Tobago's Carnival and its historical, cultural, and socio-economic significance.

Strong understanding of brand strategy, marketing principles, media dynamics, and public relations within the context of national events.

Knowledge of strategic communications planning and stakeholder engagement.

Familiarity with government and public sector processes, especially in cultural and tourism promotion.

- **Skills and Abilities:**

Exceptional leadership and team management capabilities.

Excellent verbal and written communication skills.

Proficiency in digital marketing tools, content management systems, and performance analytics.

Strong strategic thinking and decision-making abilities.

Ability to manage multiple projects in high-pressure environments.

Skilled in managing diverse stakeholder interests with diplomacy and professionalism.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's Degree in Marketing, Communications, Public Relations, or a related field. A Master's degree or MBA is an asset.

At least eight (8) years of progressive experience in a senior marketing or communications role, preferably in the public or cultural sector.

Proven experience in developing and executing successful marketing campaigns, brand strategies, and public relations initiatives.

Experience in leading teams and managing budgets.

Any equivalent combination of training and experience.