

# FAMILY PLANNING ASSOCIATION OF TRINIDAD & TOBAGO

## Job Description



**Job title: Marketing & Communication Officer (MCO)**

**Work Location: Port of Spain**

**Division/Department: Administration**

**Reports to:**

- ☐ Full-time  
☐ Part-time  
☐ Contract

- ☐ Sessional  
☐ Regular  
☐ Unionized

### Job Summary:

The Marketing/Communications Officer (MCO) is responsible for website management, publications, inbound marketing, social media marketing, external and internal content in partnership with various departments and external agencies. The MCO also lays the foundation for stakeholder engagement through a coordinated, strategic approach.

- Perform related duties as assigned by supervisor
- Maintain compliance with all company policies and procedures

### Key Role & Responsibilities:

- ✓ Website management.
- ✓ Digital inbound marketing; publication of print materials.
- ✓ Promotional media (videography, photography, etc.).
- ✓ Social media management.
- ✓ Information Management
- ✓ Event Coordination

### Specific Responsibilities:

#### **Strategy and oversight (15%)**

- Contribute to development of Marketing and Communications Strategy
- Track performance against communications and marketing KPIs
- Participate on the Fundraising and Communications activities
- Manage communications and marketing budget
- Manage relationships with external agencies
- Content Creation (35%)
- Write and edit case studies and concept notes for proposals.
- Source images and videos
- Photo/Video and content editing
- Regularly update website and social media
- Produce Annual Report
- Produce monthly e-newsletters/ staff newsletters
- Produce other print/digital publications as required
- Media & PR engagement (through agency)
- Editing grant applications (on occasion)

#### **Marketing (30%)**

- Assist Fundraising and Partnerships team mapping donor communications journey
- Promoting Action on Poverty across various marketing channels.
- Finding external opportunities for FPATT to represent – Podcasts, speaking events

- Build relationships with peak bodies in the sector
- Work with fundraising team to develop effective marketing campaigns

**Governance Support (5%)**

- Ensuring FPATT requirements are met on internal and external communications
- Meeting FPATT code of Conduct and communications requirements
- Ensure FPATT Code of Conduct is followed across all marketing and communication channels.

**Organizational Support (5%)**

- Assist Program & Clinic team with editing grant applications including communication component of report to donor
- Assist Executive Management team with creating and editing various external presentations, speeches, media releases
- Support Partners and external stakeholders with websites, branding, communications material
- Support Program & Clinic Team with communication initiatives

**Brand Support (5%)**

- Review and approve branded material such as banners and flyers
- Implement and regularly review brand guidelines
- Train staff and partners in brand guidelines, including guidelines for public communication

**Volunteer Engagement Support (5%)**

- Manage skilled communications and marketing volunteers & interns
- Manage relationships with partner universities that provide Intern intakes for FPATT
- Manage pro bono support for Marketing & Communications
- Perform other duties as assigned to support FPATT Mission, Vision and Values.

**Education and/or Work Experience Requirements:**

- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external customers
- Must be able to work under pressure and meet deadlines, while maintaining a positive attitude and providing exemplary customer service
- Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices
- Bachelor's degree in communication, marketing or related
- 5+ years of communications and marketing experience in international not-for-profit organizations.
- Excellent computer skills and professional level skills in graphics and knowledge of desktop publishing for in-house graphics design and production a plus; experience with social media
- Ability to work effectively with diverse stakeholders

**Physical Requirements:**

- Ability to safely and successfully perform the essential job functions including meeting qualitative and/or quantitative productivity standards.
- Ability to maintain regular, punctual attendance consistent with organizational standards
- Must be able to talk, listen and speak clearly and professionally

**FPATT is an equal opportunity employer, dedicated to a policy of non-discrimination in employment on any basis including race, creed, color, age, sex, religion, or national origin.**