

# MARKETING OFFICER



## **JOB SUMMARY**

The position plays a crucial role in developing and implementing marketing strategies to effectively promote the Student Revolving Loan Fund (SRLF). The Marketing Officer will be responsible for assisting with the creation of targeted campaigns, managing digital platforms, and SRLF's website & blog. In addition, the post will coordinate and attend promotional events, and maintain meaningful relationships with key stakeholders to build brand awareness and drive increased business activity.

## **KEY DUTIES AND RESPONSIBILITIES**

### **Developing Marketing Strategies**

1. Collaborate with the Assistant Manager of Marketing and Business Development to develop comprehensive marketing strategies tailored to promoting the services of the Student Revolving Loan Fund (SRLF).
2. Develop creative concepts and designs for our digital platforms including social media graphics, website visuals, emails, promotional materials, and more.
3. Assist with planning, execution, and monitoring of marketing campaigns on both traditional and digital marketing channels, providing insights to evaluate effectiveness and identify areas for improvement.
4. Collaborate with the marketing team to brainstorm and execute content ideas that align with brand objectives and target audience interests, including supporting photo and video shoots as required.
5. Produce high-quality video content from concept to completion, including scripting, editing, pre-and post-production.
6. Maintain a consistent brand identity across all content channels and ensure adherence to brand guidelines.
7. Monitor all media outlets and recommend participation by the SRLF with outlets that are the most effective in reaching the SRLF's target audience.

### **Website & Digital Marketing**

1. Monitor website consistently and ensure content is updated and relevant for targeted audience, including amendment of written/graphics content, with the objective of maintaining a competitive advantage.
2. Assist with the management of digital marketing channels including websites, social media platforms, email campaigns, and online advertising to reach prospective student borrowers and other stakeholders.
3. Assist with the management of the SRLF's social media accounts (Facebook, LinkedIn, Instagram, etc.).

4. Increase social media awareness to potential loan applicants and other stakeholders.
5. Engage with followers, respond to inquiries, and foster meaningful relationships with our online community to build brand loyalty.
6. Stay updated on industry trends and best practices in graphic design, videography, and digital content creation.

### **Market Research & Stakeholder Engagement**

1. Assist with the organization of promotional events, workshops, webinars, and information sessions targeted at students, educational institutions, and other relevant stakeholders including staff.
2. Conduct market research and analysis to identify trends, preferences, and opportunities for improving the effectiveness of marketing efforts and customer service delivery of the SRLF.
3. Build and maintain relationships with educational institutions, student organizations, government agencies, and other relevant stakeholders to promote collaboration and support for the services offered by the SRLF.
4. Collaborate with external vendors and agencies as needed for specialized projects or additional support.
5. Monitor social media trends, industry news, and market conditions to identify growth opportunities.

### **Employee Engagement**

1. Assist the Employee & Customer Engagement Unit in designing and implementing employee programs and activities that contribute to creating and maintaining high employee morale.
2. Collaborate with cross-functional teams to organize events, initiatives, and campaigns aimed at promoting employee engagement and well-being.
3. Conduct research and gather feedback to assess the effectiveness of existing employee programs and recommend improvements.
4. Ensure that the employees of the SRLF are kept abreast of new marketing initiatives by providing regular updates to staff.
5. Undertake any other duties of a similar level and responsibility as may be required from time to time.

### **QUALIFICATIONS & EXPERIENCE**

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.

OR

- Diploma in Marketing, Digital Media/Marketing, Information Technology, or Communications

- Experience in marketing within the financial services or education sector and Knowledge of student loans would be an asset.
- At least four (4) years' experience in a fast-paced organization focusing on Marketing and Communications, including at least two years' experience in spearheading digital marketing initiatives for a medium to large scale organization.
- Experience with marketing campaigns in the Financial Services Sector would be considered an asset.

### **CORE COMPETENCIES**

- Strong understanding of digital marketing tools and techniques.
- Excellent written and verbal communication skills.
- Strong project management and organizational skills.
- Ability to work effectively both independently and as part of a team.
- Knowledge of and experience with various social media platforms including Meta, Instagram, Twitter, LinkedIn, and TikTok
- Knowledge of and experience with Meta Business & Ads Manager, and other social media management tools.
- Excellent knowledge of Social Media Management and Analytics Platforms
- Good understanding of performance metrics (social media, SEM, SEO and web traffic)
- Ability to create various types of social media content (images, videos, gifs, etc.)
- Photography, videography and editing skills.

## **APPLY NOW!**

[careers@srflloan.edu.bb](mailto:careers@srflloan.edu.bb)

**Application deadline April 2, 2024.**

**We look forward to your application however, only those shortlisted for an interview will be contacted.**

### **Contact**



**Chief Executive Officer**



**The Student Revolving Loan Fund**



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