



NATIONAL COOPERATIVE CREDIT UNION [NCCU] LTD

VACANCY NOTICE

PUBLIC RELATIONS & COMMUNICATIONS SPECIALIST – HEAD OFFICE, NCCU LTD

The National Co-operative Credit Union (NCCU) Ltd invites applications from suitably qualified applicants for the position of Public Relations & Communications Specialist.

A) SUMMARY OF RESPONSIBILITIES

The Public Relations and Communications Specialist is the voice and face of the NCCU Ltd and is responsible for developing and executing effective communication strategies to enhance NCCU's brand and public image.

The role involves managing public relations campaigns, creating consistent messaging across all platforms, and fostering positive relationships with the media, members, and the community. The Public Relations & Communications Specialist ensures the quality, accuracy, and timeliness of all public communications, contributing to NCCU's mission and strategic goals

(B) The Public Relations & Communications Specialist will:

1. Serve as the primary point of contact for media relations, cultivating strong relationships with journalists and media outlets.
2. Develop and implement a comprehensive public relations and communications strategy aligned with NCCU's goals.
3. Oversee the production of marketing and communication materials, ensuring consistency in branding and messaging.
4. Monitor online mentions and reviews, proactively addressing reputational risks.
5. Utilise analytics tools to measure engagement and effectiveness, recommending improvements as needed.
6. Develop and maintain crisis communication plans and protocols
7. Collaborate with local organisations, businesses and stakeholders to amplify NCCU's community profile.
8. Leads the public relations strategy for marketing campaigns across multiple channels, including digital, print, social media, and email, ensuring consistent and impactful messaging
9. Takes the lead in the maintenance and enhancement of NCCU's brand identity and reputation.
10. Develops and implements member engagement strategies to increase member loyalty and retention.
11. Analyses member feedback and market research to drive improvements in member services and communication.
12. Ensures marketing activities and materials adhere to regulatory requirements and industry standards.

(C) QUALIFICATIONS & EXPERIENCE REQUIRED

- 1) Bachelor of Science (BSc) Degree in Business Management, Public Relations, Communications or a related field
- 2) Accreditation in Public Relations or a related certification
- 3) Two (2) to three (3) years of work experience in public relations, communications or a similar role
- 4) Other relevant qualifications

(D) COMPETENCES

- 1) Knowledge of principles and methods for showing, promoting, and selling products or services.
- 2) Knowledge of media production, communication, and dissemination techniques and methods.
- 3) Understanding and applying the core cooperative principles to foster member engagement, democratic governance, and community-focused initiatives.

- 4) Capacity to make informed and timely decisions based on data and business insights.
- 5) Familiarity with technological tools and systems to enhance operational efficiency.
- 6) Proficient in content management systems (CMS) and social media platforms.
- 7) Experience with design tools (e.g., Canva, Adobe Suite)
- 8) Skill in identifying, analysing, and resolving complex operational challenges.
- 9) Awareness of relevant laws, regulations, and compliance standards affecting
- 10) Strong analytical and planning skills to align communication efforts with organisational goals.

(E) SKILLS AND OTHER ATTRIBUTES

- 1) Excellent communication skills, both oral and written
- 2) Demonstrated ability to work well with others
- 3) Excellent interpersonal skills
- 4) Experience in planning, organizing and coordinating programmes
- 5) Ability to transfer knowledge and skills

All interested employees should submit applications to:

The Human Resource Manager
National Co-operative Credit Union Ltd
31 – 37 Independence Street
P O Box 175
Roseau, Comm. of Dominica

DEADLINE FOR RECEIPT OF APPLICATIONS IS MONDAY, 24TH FEBRUARY 2025