



The Bermuda Tourism Authority ('BTA') is looking for a Director of Corporate Communications & Strategy, based in the Bermuda office.

This role reports to, and works in conjunction with the CEO, and will be responsible for strategy development, coordinating, providing guidance to and holding accountable multiple departmental teams and outside stakeholders against the priorities of the National Tourism Plan ('NTP'). This role will require frequent interaction with the Senior Management team of the BTA and, together with the CEO, will be responsible for keeping the Board of Directors and the Government abreast of the status of initiatives aligned to the plan.

This post holder will be responsible for the management of two-way corporate communication with local media and industry stakeholders, including industry businesses and partner organizations and decision makers, members of the Legislature, government departments, vendors and the community at large.

Responsibilities for the post include but are not limited to:

#### STRATEGY

- Playing a direct project management role in the most significant cross-functional efforts that the BTA is currently undertaking and will be accountable for delivering results against agreed deliverables
- Providing the guidance necessary to assure ongoing alignment to the goals of the National Tourism Plan
- Producing the annual Growth Plan for the BTA that captures in year, strategic goals for the organization and each division
- Making a recommendation to, and reach agreement with, the CEO on which initiatives to focus on as part of the Growth Plan process.

#### CORPORATE COMMUNICATIONS

- Developing and executing the corporate communications strategy for the BTA
- Executing on-island strategy and the associated budgeting
- Coordinating off island strategy with the agency of record

- Maintaining an up-to-date record of talking points including statistics, policy positions etc.
- Having ownership of communications for the Chairman and CEO, including press releases, speeches, stakeholder correspondence, policy statements and editorial content as needed
- Collaborating to facilitate bipartisan dialogue and engagement with political leaders/stakeholders
- Responding to public inquiries and act as BTA's representative as required
- Performing other duties as required

Requirements for this opportunity are:

- Minimum of 8 – 10 years' experience in external Communications, with at least 3 years of budget and staff management responsibility
- Ability to persuade and motivate others in time-sensitive situations
- Excellent writing skills, including demonstrated experience in writing press releases, annual reports, articles, op-ed pieces, public policy and speeches
- Familiarity with local media and social media expertise is vital
- Experience handling sensitive and confidential issues
- Ability to multi-task in an open work environment
- A Bachelor's degree required; degree in Communications-related field preferred

Please forward a cover letter and resume no later than March 23<sup>rd</sup>, 2019 to: [employment@bermudatourism.com](mailto:employment@bermudatourism.com).