



Job Description

Job Title:	External Affairs and Communications Lead			
Employer:	Sol Brands Inc.			
Location:	Jamaica, Barbados			
Available to:	Yes	Current Sol staff	Yes	External Applicants
Reports to:	Brands, Communications & External Affairs Manager			
Subordinates:	0			
Purpose:	<p>This role will play a pivotal part in augmenting Sol's overall positioning and visibility across the region and various contexts by supporting the development and implementation of our Brand, Communications, and External Affairs strategy. The focus will encompass Brand Management and Protection, Internal and External Corporate Communications, Reputation Management, and Social Investments.</p>			
Principle Accountabilities:	<p>Strategic Support:</p> <ul style="list-style-type: none"> Assist in executing the overall Brand, Communications, and External Affairs strategy, plans, and projects through a diverse range of tasks and skills. Contribute to flawless copywriting, proofreading, designing, and editing of relevant content for various platforms, including press statements, web and social media content, brochures, bulletins, internal and external publications, and more. <p>Brand Ambassadorship:</p> <ul style="list-style-type: none"> Act as a brand ambassador, ensuring consistency and adherence to brand guidelines across all communication channels. Develop / support the development, advice, and compliance of corporate, commercial, and retail brand communications, assets, and tools. Collaborate in the planning and execution of public relations aspects of advertising, promotional, social, and digital media marketing campaigns across the region. <p>Internal Communications:</p> <ul style="list-style-type: none"> Development / co-development of Internal Communications and Initiatives corresponding to Engaging Staff. Amplify Culture and Employee Programs, <p>External Affairs Initiatives:</p> <ul style="list-style-type: none"> Work closely with the Brand, Communications, and External Affairs Manager to coordinate and execute Social Investments and Reputation Management initiatives and events within the group. Manage Reputation Management tools, assessments, plans, reports, materials, trainings, and crisis media management. Develop / co-develop and execute Social Investments strategy, plans, and communications. Oversee news monitoring and reporting. Collaborate primarily with GMs and with external partner to analyse audiences and contexts, creating compelling content that enhances our positioning and brand preference. 			

Technological Proficiency:

- Stay updated on emerging technologies to develop, maintain, measure, and maximize ideal formats, tools, and templates across electronic, digital, and traditional mediums.
- Proficient with use of Chat GPT and Canva or other AI system that would be required to develop or enhance required deliverables.

Performance Monitoring:

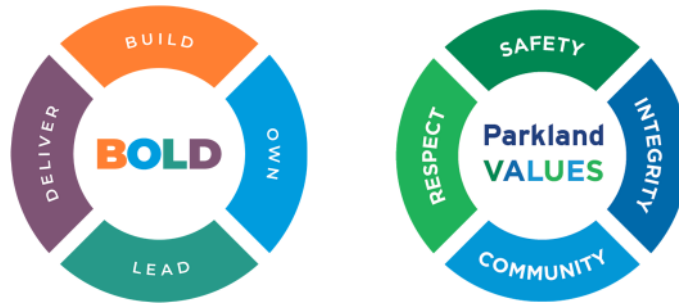
- Monitor and report on areas with opportunities for improvement, proposing and supporting the rollout of remedial measures.

Stakeholder Engagement:

- Act as a focal point for key internal and external stakeholders, ensuring effective communication, guidance, and collaboration.

BOLD Behaviours and Values

- Be an ambassador and supporter of our BOLD leadership behavior and values.
- When we are BOLD, we create a work environment where we can thrive and excel through continuous improvement whether we are an individual contributor, manager, director, or the senior leadership team.



Qualification Requirements:

- Bachelor's degree in Communication, Public Relations, Marketing, or a related field.
- Proven (minimum 5yrs.) experience in external affairs, public relations, or communications roles.
- Strong written and verbal communication skills.
- Familiarity with digital and intranet workspaces such as 'Igloo.'
- Familiarity with AI Tools such as Chat GPT and Canva Designing Tool.
- Ability to work collaboratively in a team and independently when needed.
- Excellent organizational and project management skills.
- Crisis management and issues resolution experience is a plus.

Other Competency Requirements:

- Effective communication skills to effectively convey the organization's mission and values.
- Advanced problem-solving, critical thinking, deductive reasoning, inductive reasoning, and analytical skills.
- Ability to collaborate with virtual and in-person teams.
- Demonstrated capacity for decision-making, sound judgment, and timely actions.
- Application of decision-making skills to achieve organizational objectives, considering their impact on other work groups.
- Proficiency in interpersonal, leadership, and management skills with high standards for customer service and work quality.
- Strong work ethic, enthusiasm, and ability to thrive in a flexible, fast-paced environment.
- Team orientation combined with the capability to work independently on projects and initiatives.
- Proficient in Microsoft Office.

Other Information:

In addition to basic salary the successful applicant shall receive applicable job grade allowances and be eligible to participate in The Sol Group Pension Scheme and its non-contributory Group Health and Life Insurance Scheme. Travel will be required.

**Application
Procedures:**

Applications are to be submitted by completing the Sol Job Application Form available on the Sol website at solpetroleum.com and submitted via e-mail to careers@solpetroleum.com on or by **04 April, 2024**. Applicants must complete all the requested information to be considered. Certified copies of relevant certificates will be requested for those applications under consideration. Only suitable applications will be acknowledged.

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