

VACANCY NOTICE

The British Virgin Islands Airports Authority “the Authority” is a government owned Statutory organization which owns and operates all airports in the British Virgin Islands is seeking qualified applicants to fill the role of **Corporate Communications and Marketing Officer**.

The Corporate Communications and Marketing Officer is responsible for developing, implementing, and managing strategic communication and marketing initiatives that enhance the image, reputation, and visibility of the Authority. The role involves public relations, internal communications, media liaison, stakeholder engagement, digital content management, and marketing campaign execution to support the Authority’s business goals and regulatory obligations.

KEY RESPONSIBILITIES:

1. Communications Strategy & Brand Management

- Develop and execute a comprehensive communications and marketing strategy aligned with BVIAA’s strategic objectives.
- Promote and protect the Authority’s brand identity across all platforms.
- Ensure consistency in messaging and branding across internal and external communications.

2. Public and Media Relations

- Serve as the primary point of contact for media inquiries and coordinate press releases, interviews, and press conferences.
- Build and maintain positive relationships with media, government stakeholders, and the public.
- Prepare speeches, talking points, and briefing materials for senior executives.

3. Marketing and Promotion

- Plan and implement marketing campaigns to promote airport services, infrastructure upgrades, and stakeholder initiatives.
- Design and produce promotional content, including brochures, advertisements, videos, and presentations.
- Collaborate with airlines, tourism stakeholders, and regional partners to support destination marketing efforts.

4. Digital and Social Media Management

- Manage the BVIAA's digital presence, including the official website and social media platforms.
- Create, edit, and publish engaging content to increase public awareness and stakeholder engagement.
- Monitor and analyze digital analytics to assess performance and inform improvements.

5. Internal Communications

- Develop internal newsletters, staff announcements, and employee engagement materials.
- Support the Managing Director and senior leadership in cascading key messages to staff.
- Foster a culture of transparency, collaboration, and employee pride within the organization.

6. Crisis and Issues Management

- Assist in managing communications during emergencies, disruptions, or crises affecting airport operations.
- Prepare and update crisis communication protocols in coordination with the Authority's emergency response plans.

QUALIFICATIONS AND EXPERIENCE:

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or a related field.
- Minimum of 3–5 years of experience in corporate communications, marketing, or public relations.
- Experience in the aviation, transportation, or public sector is an asset.

PHYSICAL REQUIREMENTS

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift fifteen (15) pounds at times.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong written and verbal communication skills with the ability to tailor messages to different audiences.
- Proficiency in social media management tools, graphic design platforms (e.g., Canva, Adobe Suite), and CMS (e.g., WordPress).

- Excellent organizational and project management skills with attention to detail.
- Ability to handle sensitive information with discretion and professionalism.
- Sound understanding of media relations and public affairs.

SALARY

Salary will be commensurate with qualifications, skills and experience.

Interested persons should be submit applications and other relevant documents to:-

The Director of People & Culture
BVI Airports Authority
P.O. Box 4416
Road Town, Tortola
British Virgin Islands
Email: humanresources@bviala.com

Deadline for submissions: July 15, 2025