



MANAGEMENT OPPORTUNITY

BRAND & CORPORATE COMMUNICATIONS MANAGER

Located on Antigua with a satellite operation in Dominica, The West Indies Oil Company Ltd (WIOC), is one of the premier petroleum service providers in the Caribbean. Founded in 1965 as an oil refinery, combined with the terminalling and marketing of petroleum products, the company has become an influential player in the regional petroleum industry. In the last five years, the company has experienced transformative growth, investing heavily in innovation, technology and its people to continue its long-term strategy of growth and expansion of products and services.

WIOC has an exciting opportunity for the right professional to lead the development of the company's brand strategy and manage its corporate communications by delivering marketing innovation aligned to the Company's business strategy. The ideal candidate must be able to utilise innovative approaches to promote opportunities and resources to build the business as an energy solutions provider. The candidate must be passionate about fulfilling and exceeding customers' needs and service excellence in driving petroleum products sales and the creation of alternative energy products.

Role Profile Summary

Responsibilities include the strategic assessment of market opportunities, trend tracking, concept validation, product and service delivery, working closely with internal teams to maintain and extend WIOC's market share. Lead and manage the Company's communication, public relations and marketing activities to its stakeholders in line with the company's Mission, Values and overall Strategy, whilst providing strategic assessments and recommendations of new product/service opportunities.

Key Responsibilities:

Brand Strategy

- Develop and lead ideation workshops and activities whilst collaborating with cross-functional teams on marketing initiatives to enhance the company's financial performance.
- Develop and implement a robust customer care program to improve the company's offering to customers.
- Assist with the commercial assessment of business development opportunities to include acquisition, licensing and partnership.

Communications Lead:

- Provide guidance and collaborate with the Executive and Management Teams in serving the market.
- Provide appropriate communication to internal and external partners regarding launch/market rollout of new initiatives across all media.
- Manage the company's social media platform and ensure Company's image and reputation are protected.

Experience:

Minimum of 5 years' experience in brand management preferably at an international company with a demonstrated track record of successful alignment of marketing strategy to overall company strategy, product campaigns, concept development and execution, validation and launches.

Education:

Masters in Marketing or Brand and Communications Management

Required Skills:

- Customer focused
- Strong interpersonal skills with the ability to influence, manage relationships across functions and job levels to achieve desired goals.
- Strong communication skills: strong command of grammar (oral and written), assertive, clear, able to convey technical content into easy-to-understand concepts and ideas.
- Computer Skills: Working knowledge of Microsoft Suite and some experience with ERP systems such as SAGE.

Required Competencies:

- Strategic and creative thinking: Understand the big picture with ability to assess sophisticated situations and make decisions while clarifying the path to follow. Ability to deal with ambiguity.
- Research and Analytical skills: Enabling transformation of data into insights and recommendations.
- Organisation and strong decision making: Action oriented, priority setting. Timely decision-making and agile thinking.
- Risk Assessment: Courage and appetite for meaningful risk. Ability to evaluate risk/reward opportunities and drive smart risk taking.

Application Process

- Please apply by emailing your Curriculum Vitae/Resume with a brief cover letter in confidence to hrmanager@westindiesoil.com
- Closing date for receipt of applications is **November 27, 2020**.
- Priority will be given to suitably qualified Antigua and Barbuda citizens.
- Only suitable applications will be acknowledged.