

DIRECTOR - INVESTMENT & MARKETING



Caribbean Catalyst Inc. is seeking to recruit the **Director – Investment and Marketing for Invest Barbados**. This is a strategic role for the investment promotion agency of the Government of Barbados.

Reporting to the Chief Executive Officer, the Director – Investment and Marketing is responsible for promoting Barbados as a desirable investment location. Operating in a challenging and dynamic environment with a growth mindset, the Director – Investment and Marketing will be required to:

- ▶ Develop marketing and communications strategies to promote Barbados as a premier business hub.
- ▶ Design innovative strategies to strengthen relationships in existing markets, penetrate new markets and attract foreign direct investments to Barbados.
- ▶ Provide oversight of the Department's financial and operational activities including monthly reporting to the Board.

The successful candidate should possess a postgraduate degree in Business Administration, Finance, International Business, Marketing or a related area with at least seven (7) years' experience at the executive management level in Marketing, Communications or Public Relations. Proven experience in the formation and delivery of marketing and communication strategies including social media campaigns.

The Director – Investment and Marketing must be innovative, adaptable, a strong influencer, have proven leadership skills, achieving results through others. The Director must be driven, with the initiative to promote Barbados' business brand and support Invest Barbados' mandate.

Curriculum vitae, including names and contact information for two business references should be sent to <https://caribbeancatalyst.recruiterbox.com/jobs/fk0uscx?source=> not later than **February 28, 2021**.

**INVEST
BARBADOS** 

**caribbean
catalyst inc.** 
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www.caribbeancatalyst.com