



Antigua Commercial Bank

Marketing & Corporate Communications Manager

Antigua Commercial Bank is seeking to recruit a qualified and experienced individual for the position of Marketing & Corporate Communications Manager to provide strong support to the General Manager by researching, designing and costing an effective Marketing & Public Relations strategy, efficiently executing same on approval and within budget, implementing the advertising campaign, coordinating special events, establishing and maintaining positive communication links to the media, business community and stakeholders in order to promote and enhance corporate image and to contribute successfully to the profitable growth and development of ACB.

The duties to be performed include:

- Devise a creative and effective marketing plan annually ensuring the Marketing & Public Relations Department conducts the necessary research and provide input for its design with the focus on new or improved products, increased revenues and expansion of the ACB's customer base, both lending and deposit.
- Conduct, at least quarterly, researches and surveys to measure performance, monitor competitors, trends, pricing policies and public perception of the ACB's corporate image, products, services and customer interaction.
- Research and design a creative communications strategy and public relations programme in the context of ACB's overall Strategic Plan, implementing same on approval, analysing trends, monitoring expenses and results closely and recommending changes to strategy on a timely basis as required.
- Ensure that ACB's Corporate Image and Customer Service as assessed by internal and external surveys are at least within the top 3 financial institutions in Antigua, striving constantly to maintain and improve ACB's position to the top of the industry while providing new industry trends and establishing ACB as the industry's benchmark.

To perform the job successfully an individual must:

- Possess at least a First Degree in Mass Communications/Marketing/Public Relations from an accredited university.
- Possess a minimum of five (5) years' experience, at least three (3) of which should be in a senior position in the field of Marketing, Communications and Public Relations with a successful track record.
- Work experience may compensate for academic qualifications.

Compensation: An attractive package inclusive of Pension Plan and Medical Insurance.

Applications with résumé and three character references must be submitted to:

“Marketing & Corporate Communications Manager Vacancy”
Human Resource Department
Antigua Commercial Bank
Thames and St. Mary’s Streets
P.O. Box 95, St. John’s, Antigua

Suitable applications received by July 15, 2019 will be acknowledged. Please visit our website www.acbonline.com for additional details.