



Marketing Consultant

The Radio Frequency Spectrum is the medium which facilitates wireless communication. The Spectrum Management Authority (SMA) is the regulatory body responsible for the efficient management of the radio frequency spectrum in Jamaica, which includes licensing spectrum users and regulating their use of the spectrum. The Authority has played a pivotal role in the development of the wireless communication industry which has impacted significantly on the national economy.

The SMA is seeking to contract the services of a **Marketing Consultant** to develop a public education programme across traditional and new media platforms, that will engage our customers and other stakeholders. The ideal candidate will be a strategic thinker and knowledgeable in everyday marketing activities.

Responsibilities

- Study organization profile and operations to understand its marketing needs
- Develop an appropriate public education programme according to objectives and budget
- Prepare high level proposals and marketing plans across multiple media platforms
- Give direction to marketing efforts with the most effective methods and tools

Detailed terms of reference will be provided to shortlisted candidates.

Requirements

- Proven experience as **marketing consultant** or similar role
- Knowledge of data analysis and market research
- In-depth knowledge of marketing principles and best practices
- Ability to think strategically and analytically
- Experience in writing proposals and reports
- Communication (oral and written) and presentation skills
- Outstanding organizational abilities
- Proven experience in directing traditional and new media marketing strategies and campaigns
- Formal training in Public Relations, Marketing, Communications, Journalism or related field would be an asset

Interested candidates are encouraged to email a letter of interest and a resume no later than September 9, 2016 to:

jobs@sma.gov.jm.

We thank all applicants for their interest in our company, but advise that only short-listed candidates will be contacted.

.....Shaping Your Future With Wireless

