

### **Communications & Marketing Officer**

The Bermuda Land Development Company Limited (BLDC) was formed by the Bermuda Government in 1996 to foster the development of roughly 400 acres of previously occupied military lands in Bermuda, i.e. Southside, Daniels Head, Tudor Hill, and Morgan's Point. BLDC's mandate is to integrate these lands into Bermuda's social and economic fabric, creating opportunities for increased employment now and in the future, in the furtherance of the well-being of present and future generations of Bermudians.

BLDC is seeking a highly motivated, customer focused individual to fill the position of Communications & Marketing Officer. The successful candidate will report directly to the Property Development & Marketing Manager and have responsibility for the following:

- communicate Company messages and information accurately and effectively and in a manner that supports the Company's strategic goals, objectives, and activities
- create public awareness and understanding of Company's activities and decisions
- maintain the Company Website, Facebook, Twitter – all social media accounts; creating associated graphics and adding copy
- assists the Manager to identify target markets, marketing messages, promotions and media planning
- assists in generating interest in BLDC properties as business opportunities

Interested candidates should meet the following education, experience, and skill requirements:

- Bachelor Degree in journalism, public relations, marketing or a related field.
- Superior writing skills – including demonstrated ability to write in a variety of styles including speeches, press statements, marketing messages, and newsletters.
- Minimum of five years' public relations, marketing, sales, or related experience
- A broad working knowledge of Bermuda's business practices, commercial real estate, Government and local culture
- The ability to communicate and present information to diverse groups including government officials, local businesses, the media and the general public
- Experience and knowledge monitoring major social media platforms, local and international media and website management
- Must be a self-starter, creative, capable of working independently and in a small team
- Proficient in Microsoft Office and presentation software. Graphic design experience a plus

Please submit your resume and relevant professional credentials no later than July 26, 2017 to: BLDC, Triton House, 1 Longfield Road, St Georges DD 03. Email: [hr@bldc.bm](mailto:hr@bldc.bm)