



Virgin Islands Public Broadcasting System

Director of Marketing

Location: St. Croix, Virgin Islands
Unclassified/Exempt Employee position

The Marketing Director is responsible for implementing communication strategies, unique and effective marketing techniques, establish new partnerships, advertise, and promote the stations programs and initiatives. The ideal candidate will be able to elevate WTJX's exposure to the public and meet the stations goals and mission while maintaining brand standards.

Duties and Responsibilities:

- Work closely with the Director of Development and Fundraising determining outreach opportunities and marketing priorities for the station prior, and throughout, each fiscal year.
- Develop and manage marketing plans and strategies for all grants, outreach initiatives, and programs of the station.
- Promote local and national programs and services by the creation of promotional spots, station member correspondences, fund raising, promotional materials, press releases, solicit advertisement, and maintain customer relations.
- Implement campaigns for branding and public awareness strategies to build audiences and engagement of all three islands
- Research, analyze and recommend new marketing trends and best practices to the reflect the scope, quality, and impact of the station's exposure to the community.
- Identify and make changes in current challenges and emerging issues affecting the ability to attract potential donors and partnerships.
- Present accurate and consistent information and develop relationships with diverse stakeholders, promoting WTJX's services to meet the stations goals and maximize profitability.
- Meet internal deadlines and produce quality and error-free print, social media, and digital promotional content.
- Prepare reports and other relevant reports for the department.
- Maintains FCC compliance with respect to sponsorship and marketing.
- Perform other duties at the CEO's request.

Qualifications:

- Bachelor's degree in public relations, marketing, communication, or other related focus, with 3 or more years of experience in the marketing field for a major business.
- In lieu of a degree, minimum of 6 years of lead marketing and/or development, and management experience.
- Excellent verbal and written communications skills.



- Superior knowledge of creative, Associated Press, and business writing standards preferred.
- Able to demonstrate experience and leadership in managing comprehensive strategic communications, media relations, and marketing programs to elevate the stations image to the public.
- Detailed-oriented with the ability to multi-task, prioritize projects and manage time efficiently.
- Prior non-profit, marketing, donor relations and promotional experience.
- Strong creative eye for design and typography.
- Working knowledge of Microsoft Office Suite.

Other Requirements:

- Valid Virgin Islands driver's license and meet vehicle insurance standards.
- Ability to collaborate and work effectively with diverse stakeholders.
- Ability to clearly articulate and promote WTJX's mission, goals, and strategies to a broad range of individuals in the community.

Interested applicants should submit a cover letter, resume and three (3) current professional letters of recommendation to:

Catrina Beyer
Special Assistant to COO
Virgin Islands Public Broadcasting System
P.O. Box 7879
St. Thomas, VI 00801
cbeyer@wtjx.org

Application Deadline: Open until filled.

Virgin Islands Public Broadcasting System is an Equal Opportunity Employer