



Job Description – Corporate and Consumer Relations (CCR) Manager

Reports to: Chief Executive Officer or as assigned

Job Summary – *duties and responsibilities may include, but are not limited to, the following:*

To be the spokesperson for URCA externally in the media, community and other forums

To act dispassionately on behalf of consumers and respective communities within The Bahamas

Roles and Responsibilities

- Leads the preparation of news releases, publications, and the annual report borrowing on the expertise within the organization where required
- Represents and promotes the URCA brand in the media, community and related industry forum with respect to consumer matters
- Provides support to other team members in the promotion of the URCA brand.
- Leads policy initiatives involving consumer complaints such as procedures for investigating and resolving all types of consumer complaints filed against the respective operators/sectors or by the respective operators
- Designs and directs the development, communication, and availability of appropriate collateral material. or service information to consumers and other key stakeholders
- Plans and develops consumer & community information programmes and policies, maintaining consumer interest and acceptance. Advises management in a proactive manner of consumer implications of URCA policies
- Leads in the identification of the strategic objectives for dissemination of consumer information and communicates those objectives to the respective stakeholders
- Ensures effective and accurate communications between URCA and its various publics
- Participates in the preparation, control, and maintenance of the public relations and consumer education budget.
- Responds to consumer inquiries about relevant consumer laws and regulations and other key practices.
- Develops URCA publications and information on sector related topics
- Is one of the faces and voices of URCA in regard to community or consumer related matters.
- Manages all URCA branding inclusive of written publications , press briefing and conferences, intranet and internet
- Conducts market research and or participates in same as and when required
- Develops and executes the segment of the strategic plan related to branding, consumer affairs & education, market research etc.
- Responsible for the planning and execution of branding activities

- Assists the HR & Administration department with the development of internal communication.
- Assists senior management in setting and promoting the short- and long-term strategic objectives while providing the management necessary to achieve the goals of the organization
- Responsible for the supervision and development of direct reports
- Completes the performance appraisals as per the prescribed tri-mester schedule.

Qualifications and Experience

- At least ten years progressive work experience in the customer service/customer relations and corporate/public relations, with a minimum of five years in team leadership in a supervisory or management capacity. Experience in social media engagement and broadcast media would be an asset.
- Experience gained within a corporate communications department within a regulated industry, or consumer complaints function, will be an asset
- Bachelor's Degree in Business, Communications, Public Relations, Journalism, Marketing or relevant area
- Postgraduate degree an asset

Knowledge and Competencies Requirements

- Able to liaise effectively with media companies and external and internal stakeholders
- Able to draft effective communication materials, including communications plans, responses to consumers, operators, government (as required)
- Advanced planning and organizational skills
- Proven customer service and conflict management skills
- Proven track-record of working independently on major projects
- Strategic outlook and capable of conceptual thinking and decision making.
- Ability to absorb new facts, data and information rapidly.
- Strong bias for action and capable of translating the strategic agenda into actionable, quantitative plans, convey a sense of urgency and drive to closure.
- Good communication and inter-personal skills, and the right attitude to be part of a winning team.
- Development of others
- Supervision of a department
- Managing performance

Interested applicants should email their resume to:

hr@urcabahamas.bs

Applications should be received on or before **January 24, 2014**. URCA thanks all applicants for their interest but only applicants who have been short-listed and have the qualifications and experience will be contacted.