



THE UNIVERSITY OF THE WEST INDIES GLOBAL CAMPUS

ADVERTISEMENT

MARKETING AND COMMUNICATIONS MANAGER OFFICE OF THE PRO VICE-CHANCELLOR AND PRINCIPAL

Applications are invited for the post of **Marketing and Communications Manager** at The UWI Global Campus. The Marketing and Communications Manager will be responsible for overseeing strategic marketing and communications for The UWI Global Campus, encompassing publications, media relations, the Campus' website and social media presence and advertising. The Marketing and Communications Manager will work with Senior Management to develop and execute a marketing plan and communications plan that promotes wider recognition and awareness of the Global Campus to internal and external audiences, including prospective and current students, alumni, Regional Governments, public and private sectors, faculty, staff, and the general public.

The Marketing and Communications Manager is responsible for the planning, execution, and management of print and online communications efforts, to ensure consistency of message throughout all publications, while monitoring and overseeing consistent brand imaging of the Campus and the University.

The Marketing and Communications Manager supervises other marketing and communications staff members across the Sites and the Campus in executing the Campus' communications plan, which includes public relations, outreach, online and print media communications, advertising and marketing outreach.

QUALIFICATIONS/REQUIREMENTS

- A Master's degree in Marketing, Digital Media, Public Relations, Communications or related discipline.
- At least five (5) years of market research experience (to include conducting marketing research, competitive intelligence, data gathering/analysis, public speaking and project planning).
- Extensive experience with Microsoft Office, Adobe Creative Suite (Acrobat, InDesign, Photoshop, Illustrator and Dreamweaver) and other related web technologies (with experience in desktop publishing software preferred).

- Experience in developing and implementing communication strategies.
- Experience in digital management including the use of Content Management Systems (such as Drupal), Google Analytics (for tracking usability and accessibility) and knowledge of HTML and CSS.
- Experience in developing and managing social networking platforms, such as Facebook, YouTube, Twitter, LinkedIn, etc.
- Experience working with photographers/videographers to capture marketing communications images.
- Experience working in an agency or internal marketing/communications services department would be desirable.
- Experience working in a distributed environment.
- Experience working in a changing technological environment.
- A keen awareness and knowledge of trends in global marketing and communications and realities in the higher education sphere.

KEY COMPETENCIES/SKILLS/ATTRIBUTES

- Highest command of the written word.
- Excellent oratory skills.
- Demonstration of management experience and ability to think strategically.
- Strong digital and social-media skills.
- Strong understanding of statistical data validation and methodologies.
- Adept at working both independently and in collaboration.
- A quick learner.
- Deep understanding of The Times Higher Education (THE) requirements in its international ranking undertakings.
- Deep understanding of the requirements of the Barbados Accreditation Council (BAC) and other external quality assurance agencies (EQAAs).
- Ability to meet deadlines and manage multiple tasks simultaneously.

- Ability to perform well under pressure.
- Ability to detect emerging communications trends and make recommendations for innovative change.

MAJOR RESPONSIBILITIES

- Develop a marketing strategy to support the achievement of the Campus' identified strategic objectives and targets, in alignment with The UWI's Strategic Plan.
- Develop and implement communication plans that use multiple platforms to meet established targets for student/clients' engagement and build a compelling brand for The UWI Global Campus.
- Develop, lead and evaluate high profile regional and local marketing and communication projects to ensure buy-in and engagement of key stakeholders, including the senior management team.
- Develop, lead and evaluate regional, international and local marketing and communications for the biannual Global Campus Climate and other Conferences.
- Monitor market performance of Global Campus products (e.g., programme performance at certificate, undergraduate, postgraduate and other levels) to identify potential shortfalls against targets and recommend activities to address these shortfalls.
- Work closely with the Planning and Institutional Research (PAIR) Unit in designing research tools intended to ascertain Global Campus market performance.
- Define and develop messages and content for both marketing and academic communication for The UWI Global Campus.
- Closely monitor media reports, especially those deleterious to the Global Campus' reputation and profile, and promptly implement communications plans to counteract and correct.
- Study reports from the University Office of Planning (UOP) with a view to recommending the necessary actions on the aspects that have implications for the Campus' marketing and communications.
- Oversee and coach direct and indirect functionaries within the Marketing and Communications structure of The UWI Global Campus.
- Oversee the writing, editing and production of all Global Campus publications and advertising materials, reports, brochures, websites, letters and announcements.
- Hire and supervise freelancers (this may include writers, copy editors, designers, photographers, etc.) for the effective and efficient deployment of communication materials.

- Build internal and external relationships to ensure buy-in and engagement and the successful delivery of marketing activities throughout the Region and in specific UWI-served countries.
- Work with the University / Regional marketing and communications teams to ensure that common University objectives and goals are met.
- Create new communication opportunities, leveraging and amplifying existing and emerging opportunities.
- Integrate emerging technologies into the communications process to effectively reach and influence key audiences in communications outreach.
- Expand the capacity of the Global Campus Marketing and Communications function to be central to effective campus-wide communications, in cooperation with Campus and University leadership.
- Support Sites with the development of an annual calendar of outreach events to market Campus programmes and courses to schools, colleges, communities.
- Support Sites with messaging and materials for regular outreach events.
- Coordinate with Sites, from time to time, a Region-wide marketing expedition / tour.
- Undertake any other related duties that may be assigned by the Campus Principal.

TENURE

- Appointment will be for three (3) years in the first instance.

**Applications should be made via
The UWI Global Campus Online Application Form:**
<https://www.global.uwi.edu/hrd/forms-documents>

CLOSING DATE FOR RECEIPT OF APPLICATIONS – July 24, 2026

We thank all interested applicants; however, only shortlisted candidates will be contacted.

PARTICULARS

MARKETING AND COMMUNICATIONS MANAGER OFFICE OF THE PRO VICE-CHANCELLOR AND PRINCIPAL

GENERAL

1. The University of the West Indies, Global Campus serves the following English-speaking Caribbean countries:

Anguilla	Grenada
Antigua & Barbuda	Jamaica
Bahamas, The Commonwealth of	Montserrat
Barbados	St. Kitts & Nevis
Belize	St. Lucia
Bermuda (virtual only)	St. Vincent & The Grenadines
British Virgin Islands	The Republic of Trinidad &
The Cayman Islands	Tobago
The Commonwealth of Dominica	Turks & Caicos Islands

2. The University began teaching in 1948 at Mona in Jamaica as a University College affiliated with the University of London, and became independent in 1962. The University is now a dual mode institution, offering teaching by distance education as well as face-to-face. The University has five campuses; Mona in Jamaica, St Augustine in Trinidad and Tobago, Cave Hill in Barbados, Five Islands in Antigua and Global Campus, which has 40 education centres in 16 English-speaking countries.
3. The UWI on-campus student population is currently over 50,000 full-time equivalent students. The current Global Campus student population is over 20,000 and the Global Campus is aggressively developing new programmes to increase student enrollment.

UWI GLOBAL CAMPUS

4. The UWI Global Campus works with faculty on the four brick and mortar campuses, as well as with other tertiary institutions and development agencies throughout the Caribbean, to design, develop and deliver quality programmes by distance, blended and face-to-face, to meet the academic and professional development needs of the people of the Caribbean.

CATEGORY

5. This position is in the Senior Administrative Category.

6. The initial appointment would be at the Lecturer/Senior Lecturer Level, depending on experience and qualifications.

WORK LOCATION

7. This position may be located in any country in which the Global Campus has an office.

WORK ENVIRONMENT

8. The Marketing and Communications Manager will be required to travel throughout the Caribbean in fulfilling his/her obligations.
9. Must be able to work as a member of a team in a virtual environment.
10. Must be able to engage others in team meetings, to develop ideas, and supervise the work of others using a variety of ICT and collaborative web tools.
11. Will work in an environment which is student-centered, team-oriented, and focused on effective and efficient operations.
12. Will live and work in one country and manage and collaborate with others located throughout the Caribbean.

REPORTING

13. The Marketing and Communications Manager reports to the Pro Vice-Chancellor and Principal.

TENURE

14. Appointment will be for three (3) years in the first instance.