



CUSTOMER COMMUNICATION ASSISTANT

Job Summary

The Customer Communication Assistant will be responsible for supporting digital communication efforts to ensure effective and engaging communication with stakeholders, the public, and industry participants. The incumbent will assist in creating and managing digital content across various platforms while adhering to regulatory & communication guidelines. The role also provides support for all activities of the Corporate & Affairs and Communication function to build and enhance the reputation of the BGLC.

Key Responsibilities:

1. Content Creation:

- Assist in commissioning and editing digital content, including social media posts, videos, and other multimedia materials.
- Collaborate with the Communication Manager and other team members to ensure content is accurate, informative, and aligns with regulatory messaging.

2. Social Media Management:

- Help manage and maintain the BGLC's social media accounts, including scheduling posts, responding to comments, and tracking engagement metrics.
- Schedule content in Hootsuite once approved by CAC Manager
- Monitor industry trends and share relevant news and updates with followers.

3. Email Marketing:

- Assist in the creation and distribution of email notifications and updates to stakeholders and subscribers.
- Manage email lists and ensure compliance with data privacy regulations.

4. Analytics and Reporting:

- Monitor and report on the performance of digital communication efforts using analytics tools.
- Provide insights and recommendations for improving online engagement and reach.

5. Media Monitoring:

- Compile and circulate local and international gaming industry new stories
- Maintain a digital archive of newspaper clippings of mentions related to the BGLC, JRC and CGC.
- Maintain digital copies of published promotions and lottery ads

6. Internal Communications

- Prepare content for e-Notice Boards weekly
- Collaborate with HRA to develop and implement employee engagement activities and events as required
- Design and produce staff announcements for events and internal advisories

7. Photography

- Capture photos of significant milestones and activities for the Commission's archives
- Capture photos of the Employee of the Quarter
- Send photos of Employee of the Quarter for printing
- Assist in organizing visual and audio production associated with internal/staff events

8. Administration

- Prepare Requisitions
- Update Invoice Management System
- Inventory Management
- In collaboration with the Communication Officer, prepare final list of BGLC Tertiary Education Grant recipients and notify them of their grant status
- Co-ordinate with institutions for registration confirmations and disbursements of grants
- Document, store and file all Grant related emails, reports, artwork files, invoices, proof of payment, etc., for auditing and department record keeping

Authority

The degree of authority within the scope of the job as delegated and approved by the head of department.

Qualifications & Experience:

- Bachelor's degree or equivalent in Communications, Marketing, Journalism, Public Relations, Management Studies or other related discipline.
- At least 2-3 years' experience in digital marketing, social media management, or communications.
- Proficiency in using content management systems (CMS) and email marketing platforms.
- Strong writing and editing skills with attention to detail.
- Familiarity with graphic design and video editing software is a plus.

Competencies:

- Excellent communication skills, both written and verbal
- Creativity and a passion for digital communication and storytelling
- Ability to work collaboratively in a team and adapt to changing priorities
- Strong organizational skills and the ability to meet deadlines
- Knowledge of digital marketing trends and best practices
- A commitment to promoting responsible gambling practices
- Project Management
- Proficiency in the use of MS Office Suite of applications and acumen to quickly learn to use new technology applications

Working Conditions:

- Typical office environment
- Extended periods working on the computer
- Performance of duties off-site as it relates to planning and executing the Commission's events – may require working outside of normal office hours – weekends and evenings to execute or represent the Commission at events.

Please send application letter and resume' to the Director of Human Resources & Administration and email: careersjamaica2016@gmail.com

Application Deadline: May 24, 2024

We thank all applicants for their interest, however only shortlisted candidates will be contacted.