



Job Title: Marketing/ Public Relations Director

Salary: Commensurate with experience

Status: Exempt

Responsibilities:

- Designing and implementing comprehensive marketing strategies to create awareness of the Virgin Islands Lottery activities
- Supervising the division and providing guidance and feedback to the Executive Director
- Producing ideas for promotional events or activities and organizing them efficiently

Job brief:

We are looking for a competent Marketing Director to oversee the Virgin Islands Lottery's marketing ventures. This primarily involves developing and implementing strategies to strengthen the Virgin Islands Lottery's market presence and help it find a "voice" that will make a difference.

The ideal candidate will be an experienced professional passionate about the job who can implement unique marketing techniques. In addition, they will be a skilled marketing strategist who can drive creativity and enthusiasm in others.

The goal is to increase the Virgin Islands Lottery revenues to thrive.

Responsibilities:

- Design and implement comprehensive marketing strategies to create awareness of the Virgin Islands Lottery's activities
- Supervise the Marketing division and provide guidance and feedback to the Executive Director
- Produce ideas for promotional events or activities and organize them efficiently
- Plan and execute campaigns for the Virgin Islands Lottery's promotion, launching of new product lines, etc.
- Monitor progress and submit performance reports
- Responsible for producing valuable content for the Virgin Islands Lottery's online presence, editorial design, and organizing the agency's publications
- Conduct general market research to keep abreast of trends and marketing movements
- Control budgets and allocate resources among projects
- Developing and executing communication strategies to promote the Virgin Islands Lottery image through press releases, media relations, social media, public events, and managing the organization's spokesperson

role, often collaborating with Executive Director to craft messaging and maintain positive public perception.

- Writing and distributing press releases, newsletters, social media posts, website content, and other communication materials to promote the Virgin Islands Lottery's brand and initiatives.
- Planning and executing public events like speaking engagements, and community outreach programs.
- Responding to media inquiries.

Requirements and skills

- Proven experience as Marketing Director
- Excellent leadership and organizing skills
- Analytical and creative thinking
- Excellent communication, written, and interpersonal skills
- Up to speed with current and online marketing techniques and best practices
- Thorough knowledge of web analytics (e.g., Google Analytics, WebTrends, etc.) and Google AdWords
- BS/BA in business administration, marketing, and communications or relevant field

This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the needs of the Virgin Islands Lottery. The Virgin Islands Lottery is an Equal Opportunity

Employer