



## **EMPLOYMENT OPPORTUNITY**

FLOW and C&W Business deliver world class telecommunications to the British Virgin Islands, offering mobile, broadband, fixed line and entertainment services to both consumers and businesses. If you are a high achieving self-motivated individual ready for a challenge in the high intensive industry of telecommunications, please submit your resume and a cover letter for the position of **Marketing Executive**.

The primary function of the role is to manage all overall Brand Marketing Communications through standard and digital channels with an aim of building a strong brand presence for FLOW. Drives the development, execution, evaluation and reporting on initiatives geared towards achieving company strategic and revenue objectives, within identified budgets and timelines.

### **Responsibilities**

#### **What You'll Do**

- Conceive and develop efficient and intuitive marketing strategies aligned with commercial activities and company objectives.
- Work with the regional team to prepare the relevant Agency briefs working alongside the product design teams from both fixed and mobile to deliver an end-to-end GTM plan to deliver against all targets.
- Provide input and approval for advertising bookings and campaigns (radio, social media, TV etc.), exhibitions and promotional events.
- Ensures that overall brand marketing communication is in sync with the applicable product marketing communication with the Communication executive.
- Is responsible for planning, overseeing and activating on the ground events, sponsorships and other in-market activities.
- Work with the company's digital / online marketing team to prepare the strategy, planning in tandem with Product plans, budgeting for digital media options, to drive the business forwards through key marketing channels.
- Works with the wider business to improve customer attraction and retention.
- Ensures that events to support acquisition and retention campaigns are executed within budget and as per stated objectives.
- Analyzes campaigns, identifies trends and provides fast, accurate reports: optimizing campaigns
- Input - Manages all media channels both ATL and BTL to ensure optimized use of channels and platforms.
- Manages the media spending and channels to ensure most effective use of funds.

### **Qualifications**

#### **Knowledge & Experience**

- 1 to 3 years of work experience in progressively responsible roles in Marketing, Public Relations, and/or Communications
- Experience in digital marketing and online PR in an agency or consumer branding environment will be an asset
- Educational Experience or certification in Marketing, Communications, Public Relations, or other related field required
- Knowledge of functions and operations of the Telecommunications industry

### **Skills & Abilities**

Candidates must possess a high level of demonstrated competence in the following areas:

- Excellent verbal and written communication skills

- Excellent presentation skills
- Strong numerical skills and a good knowledge of Excel
- Excellent communication skills, interpersonal and negotiating skills
- Very strong time management skills and ability to work with competing deadlines and priorities
- Confident and comfortable when working with executives, senior level management, external partners and stakeholders
- Ability to act with integrity in resolving issues and dealing with confidential matters
- Ability to work under pressure in a fast-moving environment
- Creative flair and enthusiasm for new ideas and concepts
- Must be confident, passionate and should possess an enthusiastic attitude
- Must be self-motivated

**Employment Type:** Full-time position

**Closing Date:** Friday 20 December 2024

Applications should be emailed to [akilah.corbin@cwc.com](mailto:akilah.corbin@cwc.com) by **Friday 20 December 2024**.

### **Who We Are**

We are the leading telecommunications company, connecting more than 40 markets in Latin America and the Caribbean with our video, broadband internet, telephony, and mobile services under the consumer brands VTR, Flow, Liberty, Más Móvil, BTC, and Cabletica. We started small, and now we're growing. We're excited about the future as we strive to unlock opportunities in the region

### **Why join us**

Technology excites us enables us and drives us. We're proud of the services we provide, the markets that we serve, and our people coming together to enhance our customers' lives with technology so that they can connect, work, live and play without missing beat. Throughout Liberty Latin America, our passion and pride are brought to life through our shared vision to bring innovation that will create moments that matter to our customers, delivering growth in our markets with one vision, one culture, and one team.

*Liberty Latin America provides equal employment and advancement opportunities to all colleagues and applicants for employment without regard to age, color, citizenship, disability or perceived disability, ethnicity, gender, gender identity or expression, genetic information, marital or domestic partner status, military or veteran status, national origin, pregnancy/childbirth, race, religion, sexual orientation, or any other category protected by federal, state, and/or local laws.*