



POSITION DESCRIPTION

POSITION TITLE:	DATE:
Communications Manager	3 rd December 2025
REPORTS TO:	APPROVED BY:
Chief Executive Officer (CEO)	Chief Executive Officer (CEO)
JOB OVERVIEW	
<p>The Communications Manager leads internal and external communications for the One Eleuthera Foundation (OEF) and Centre for Training and Innovation (CTI). S/he will report to the Chief Executive Officer (CEO). The role elevates brand visibility, strengthens storytelling across OEF/CTI’s five focus areas of economy, education, environment, health, and heritage and ensures consistency in messaging, design, and public representation. This position requires a skilled communicator with strong writing, media, and graphics capabilities to produce high-quality content that reflects the organization’s mission and identity.</p>	
KEY DUTIES AND RESPONSIBILITIES	
<p><u>Key Duties and Responsibilities</u></p> <p>Strategic Communications</p> <ul style="list-style-type: none"> • Work with CEO and CDO to develop and implement an annual Communications Strategy aligned with organizational priorities. • Support leadership messaging and strengthen the narrative of OEF/CTI locally and nationally. • Manage a unified communications calendar. • Lead messaging for major programs and institutional initiatives. <p>Content Creation & Storytelling</p> <ul style="list-style-type: none"> • Produce written content including newsletters, social media posts, speeches, talking points, website copy, and press releases. • Gather and package stories from programs, students, staff, and partners. • Maintain OEF/CTI’s brand tone—authentic, people-centered, impact-driven. • Oversee photo and video content production (in-house or outsourced). • Digital & Social Media Management • Manage the organization’s digital presence across website and social media platforms. • Develop and execute social media strategy and posting schedule. • Improve digital reach, engagement, and storytelling impact. • Ensure timely posting of updates, milestones, and announcements. <p>Internal Communications</p> <ul style="list-style-type: none"> • Develop staff communication tools (templates, memos, intranet updates). • Implement branding guides and SOPs. • Support internal culture and team engagement communications. • Assist the CEO Office with key internal messaging. 	

Media, Public Relations & Press Releases

- Draft, edit, and distribute all official press releases.
- Maintain and update media contact lists.
- Coordinate interviews, press briefings, and media site visits.
- Prepare media kits, briefing notes, and Q&A for leadership.
- Respond to media inquiries and support crisis communication.
- Track and report press coverage.

Monitoring, Evaluation & Reporting

- Track communications KPIs, digital analytics, and social engagement metrics.
- Produce monthly communications reports for the CEO.
- Continuously refine strategy based on data and performance trends.

Graphics & Creative Production

- Design graphics and visual assets for digital and print use (flyers, posters, banners, signage, social media graphics, brochures, infographics, etc.).
- Ensure all designs reflect OEF/CTI brand standards (colours, typography, formatting).
- Work with contractors for high-level design needs (branding packages, large events, publications).
- Develop templates for staff use across departments.
- Support creative direction for promotional materials, campaigns, and major events.
- Maintain a repository of brand assets and ensure proper version control.

Any other duties assigned by immediate supervisor.

KNOWLEDGE & REQUIRED SKILLS**Additional Skills Required for Post:**

- Proven leadership ability with the ability to set the strategic direction and priorities of the communications team.
- Strong verbal and written communication skills, and ability to confidently interact with individuals at all levels.
- Capable of skillfully using job-specific smart devices & electronics.
- Strong Organizational, Multitasking, Creative, Written & Critical thinking skills.
- Computer literacy with proficiency in Word, Excel, Outlook, Power Point, Publisher, and Canva.
- Efficient while maintaining a high level of accuracy and attention to detail.
- Organized, systematic and able to prioritize, schedule and perform complex tasks on time and with minimal supervision.
- Strong knowledge of social media platforms and digital marketing tools.
- Strong interpersonal communication skills.

- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Skilled in web content management systems and social media scheduling tools is a plus.
- Able to maintain confidentiality; demonstrate sound judgement and exercise discretion.
- Ability to liaise with other departments to achieve a common goal.
- Proven ability to work well within a team.
- Proficiency in English Language (Written & Verbal)
- Self-motivated and results oriented.
- Strong Understanding and appreciation for the Core Values & Mission of OEF/CTI

EXPERIENCE & QUALIFICATIONS

Experience & Qualifications:

- Bachelor's degree in Communications, Marketing, PR, Journalism, or related field.
- A minimum of three (3) years of experience in communications, media, or digital content creation.
- Strong writing, editing, storytelling, and social media management skills.
- Strong organizational, project management, and communication abilities.