



PLANNING INSTITUTE OF JAMAICA

SOCIAL MARKETING AND DIGITAL MEDIA COORDINATOR

DIVISION/ PROJECT: VISION 2030 JAMAICA - NATIONAL DEVELOPMENT PLAN (NDP)

The Planning Institute of Jamaica invites applications from suitably qualified candidates to fill the position of Social Marketing and Digital Media Coordinator on a fixed term contractual basis.

Job Summary

The Social Marketing and Digital Media Coordinator will lead key components of the Vision 2030 Jamaica Communications for Development Programme. The incumbent will deliver on strategic quarterly and annual targets for promoting behaviour change, expanding stakeholder engagement, market diversification and reach of promotional activities through coordination of social marketing design and programme delivery, digital media marketing and branding. The Social Marketing and Digital Media Coordinator will demonstrate agility, data-informed decision-making and people-centred networking to increase awareness, participation, and transparency in the implementation of Vision 2030 Jamaica and activities related to planning for the post-2030 era.

Key Responsibilities

Coordinate the formulation and implementation of a results-based Communications for Development Strategy and Plan, including:

- Design and develop content and manage the delivery of consultations, knowledge and information sharing, and social marketing with the range of stakeholders
- Coordinate the development and maintenance of the Vision 2030 Jamaica electronic and media products, services, and content for Communications for Development, including the website and social media pages
- Prepare performance reports on the Communications for Development portfolio and support the preparation and presentation of user-friendly, accessible technical reports and information targeting different stakeholder groups and needs.
- Integrate and mainstream the relevant global agendas, framework and agreements in the Communications for Development Strategy and Plan

Qualification and Experience Required

- Bachelor's in Communication, Marketing, Business administration/management, related fields or equivalent certification
- Certification in social and digital media
- Minimum 5 years' experience in a similar and/or related position
- Verifiable experience in content creation, branding and digital marketing
- Demonstrated proficiency in building online communities and digital influence
- Demonstrated experience in managing strategic processes and supervising teams
- Working knowledge of Government of Jamaica and International Development Partner (IDP) procurement guidelines and procedures
- Proven experience of using MS office applications, including PowerPoint and MS Publisher
- Knowledge and skill in graphic design

- Demonstrated competence in the development and delivery of Communications for Development Strategies and Programmes
- Be conversant with the content of the Vision 2030 Jamaica – National Development Plan and successive MTFs
- Proficiency in the use of data analytic tools would be an advantage
- Previous experience in the public sector would be a distinct advantage

Attributes/Skills

- Ability to work on own initiative
- Excellent analytical, and problem-solving skills
- Ability to work effectively as part of a team
- Good interpersonal, networking, and communications skills
- Excellent writing, public speaking, and presentation skills
- Good leadership and motivational skills
- Developed capacity for tact, diplomacy, and negotiation
- Ability to develop and maintain partnership relationships with key stakeholders, including public and private sector entities, academia, and civil society organizations and networks at the national and local levels as well as regional and international development partners
- Highly organized, with good attention to detail and developed ability to prioritize multiple tasks to meet deadlines

Applications should be submitted no later than Wednesday, June 24, 2026 to:

The Senior Director, Human Resources

Planning Institute of Jamaica

16 Oxford Road

Kingston 5

Fax: 906-5011

email: vacancies@pioj.gov.jm

Website: www.pioj.gov.jm

We thank you for your expressions of interest, however, only shortlisted applicants will be contacted.