

 <b>sol</b>	<b>POSITION DESCRIPTION</b>
<b>Job Title:</b>	Social Media and Communications Coordinator
<b>Employer:</b>	SOL PUERTO RICO LIMITED
<b>Location:</b>	Puerto Rico or Barbados, if candidate meets the required competencies
<b>Reports to:</b>	Brand, Communications & External Affairs Manager
<b>Subordinates:</b>	None
<b>Job Purpose:</b>	To support with the strategy, design, relevance, development and maintenance of the Social Media and Digital Marketing, including the Sol website. To support with the Brands, Communications and External Affairs initiatives across the region as required.
<b>Job Description:</b>	<ul style="list-style-type: none"> <li>! Support with the development, compliance and consistent executions of the Sol's corporate and retail brands and communications across the region.</li> <li>! Support the relationship and execution of corporate sponsorships and related marketing initiatives.</li> <li>! Support the creation, development and management of the organisation's presence on the web, social and digital media, and on The Parkland Path.</li> <li>! Coordinate web, social media and digital marketing projects across markets and departments.</li> <li>! Work closely with the Brand &amp; Communications Manager and Social Media Consultant to create and implement a corporate social media strategy for Sol.</li> <li>! Serve as the "social/digital voice" across Sol's social and online networks, responding to comments and questions throughout the networks as outlined in our social media policy guidelines.</li> <li>! Work with the Social Media Consultant to create and publish relevant content (including imagery/graphic design) that meets the needs/goals of constituents based on careful analysis of audiences in each market.</li> <li>! Serve as a liaison between markets and departments in the organization and the Social Media Consultant to integrate local/business segment's content within the overall communications strategy.</li> <li>! Maintain a consistent look and feel throughout all web, social, digital and electronic properties.</li> <li>! Copy, edit, proofread and keep updated all web, social and digital media content.</li> <li>! Track and report on all sites metrics for respective Marketing Managers, Markets &amp; Brands.</li> <li>! Monitor and report areas with opportunities for improvement propose and support the rollout of remedial measures.</li> <li>! Keep current with emerging technologies through relevant blogs and events.</li> <li>! Track, report and analyse trends and performance of social media executions and online initiatives, adjust when required.</li> <li>! Respond (and Liaise with "subject's owners") and log user enquiries, comments and suggestions.</li> <li>! Proactively optimize our social media initiatives to extract the maximum value.</li> <li>! Manage key stakeholder contact lists and other databases.</li> <li>! Maintain media library with content and images from initiatives across the Group.</li> <li>! Develop and maintain format and content for electronic and printed publication like the various Guidelines and Sol Corporate Brochure.</li> <li>! General Administrative support, periodic reporting, spend and allocations to the markets.</li> </ul>
<b>Attitude required</b>	<ul style="list-style-type: none"> <li>! Professional, committed, passionate, with can-do attitude to the overall job responsibilities.</li> <li>! Reliable, trustworthy, honest and accountable.</li> <li>! Customer driven.</li> <li>! Team player, willing and able to support, to collaborate and to add value as needed and as possible.</li> <li>! Multi-tasking, with an approach based on prioritization, focus and flexibility.</li> </ul>

	<ul style="list-style-type: none"> <li>! Focused on the opportunities, even when facing challenges.</li> <li>! Willing to travel and to work outside of the ordinary working hours.</li> <li>! Committed to the company's mandate on health, safety and environment (HSE).</li> </ul>
<b>Competencies required</b>	<ul style="list-style-type: none"> <li>! Social &amp; Digital Media Marketing</li> <li>! Strategic focus</li> <li>! SE Optimization, keyword research and Google Analytics</li> <li>! Branding</li> <li>! Excellent verbal and written communication skills</li> <li>! Presentation skills</li> <li>! Planning, organization and time management skills</li> <li>! Budget management</li> <li>! Stakeholders &amp; issue identification</li> <li>! Creativity and innovation</li> <li>! Knowledge on marketing trends</li> <li>! Decision making</li> <li>! Negotiation skills (with internal and external stakeholders)</li> <li>! Fully bilingual, English and Spanish (French would be a plus)</li> <li>! Microsoft Office</li> <li>! Multiple administrative functions</li> <li>! Basic graphic design and event management (a plus)</li> </ul>
<b>Job Candidate Requirements:</b>	<ul style="list-style-type: none"> <li>! A Bachelor's degree in Marketing, Communications, Advertising, Social and Digital Communications, or Business Administration.</li> <li>! Minimum of three (3) years of experience in Marketing, (English based) Communications or Social Media Coordination.</li> <li>! Excellent and effective verbal and written communication, interpersonal and organisational skills are definite requirements.</li> <li>! Ability to manage flawlessly multiple projects in a fast-paced, deadline driven environment.</li> <li>! Demonstrated professionalism, integrity, reliability, teamwork, passion and creativity.</li> <li>! Proficiency in MS Office.</li> <li>! Fluent in English, Spanish would be an asset.</li> </ul>
<b>Other Information:</b>	The position will be based in Barbados or in Puerto Rico. Moderate regional travel will be required of the position.
<b>Application Procedures</b>	<p>Qualified candidates are invited to send their resume on or before September 2, 2019 to <a href="mailto:hr.puertorico@solpetroleum.com">hr.puertorico@solpetroleum.com</a> or by mail to:</p> <p>Sol Puerto Rico Limited  Human Resources Manager  P.O. Box  San Juan, Puerto Rico 00936-6697  Only short-listed will be contacted for an interview.</p>