

Communications Specialist- French

Communications Unit · Castries, LC

Communications Specialist - French

About the OECS

The Organisation of Eastern Caribbean States (OECS) is an inter-governmental organisation dedicated to economic harmonisation and integration, protection of human and legal rights, and the encouragement of good governance among independent and non-independent countries in the Eastern Caribbean. Under the Treaty of Basseterre (RTB, 1981) and now The Revised RTB (2010), Member States agree to cooperate with each other and promote unity and solidarity, including participation by Protocol Members in an Economic Union. [Read More...](#)

Job Summary:

Reporting to the Head-Communications Unit the Communications Specialist elicits and develops content for regional, national and international news across print, radio, television and online media in French. Applying the OECS editorial standards, the Communications Specialist-French crafts articles and multi-media content for internal and external audiences that effectively supports the mandate of the Organisation. The role will also contribute to the coordination and facilitation of the Organisation's mandates under the Revised Treaty of Basseterre.

Working closely with other technical team members in the Communications Unit, the Communications Specialist-French will lead the coordination of key public engagement events in French Speaking Member States, and develop and implement a digital strategy that includes the creation and implementation of content catered for dissemination across all digital platforms of the Organisation in French, to establish and promote a solid digital footprint for the Commission and improve the Organisation's brand presence in the French Speaking Member States.

More specifically, the **Communications Specialist-French** will be expected to:

1. Develop and coordinate a cohesive French Public Relations agenda;
2. Develop and execute a digital marketing strategy to include multiple online campaigns and materials targeting French speaking Member States;
3. Design creative physical and digital communications assets for television and radio, the website or social media (i.e.: SEO friendly content, flyers, banners, infographics, videos, podcast series or live streamed series, etc.);
4. Act as the designated spokesperson for the OECS Commission on approved French media engagements;
5. Coordinate major public relations events in the French-speaking Member States;
6. Act as lead facilitator of key public engagement events including media sensitization workshops and school campaigns in French Member States;
7. Develop compelling, newsworthy, politically sensitive articles, feature stories, press releases, statements, opinion pieces and multi-media content in French;

8. Engage with (and contribute to) campaign strategies, and maintain a good understanding of the political nuances associated with effective messaging;
9. Develop and maintain good relationships with key French journalists and media contacts;
10. Develop and update a French media contact database;
11. Work closely with individual OECS Commission Units to develop strong OECS branding and marketing material;
12. Coordinate press briefings and organise media conferences;
13. Provide support to other staff of the Communications Unit in any of their core activities;
14. Record events using digital photography and videography;
15. Contribute to the creation of digital media content including short version videos (e.g. reels);
16. Other related tasks as required by the Head- Communications Unit.

Experience and Knowledge:

- A University Bachelor's degree or market professional equivalent in Communications, Digital Marketing or Public Relations
- A minimum of at least three (3) years of practical experience in Public Relations, content development and communications
- Proven event and project management skills
- Proven experience in delivering Communication programmes from inception to completion
- Ability to negotiate and influence at a senior level
- Excellent written and verbal communication in English and French (facility in Kweyol would be an advantage)
- Ability to operate audiovisual (AV) equipment including cameras and microphones;
- Ability to manage business social media accounts
- Ability to use content management and media dissemination tools (e.g. Prezly, Mailchimp and Hootsuite)

Additional Conditions

- Flexibility to work occasional weekends, evenings, and holidays for special events as necessary.
- The working language at the OECS Commission is English, therefore the candidate must present excellent linguistic skills and be fluent in French and English.

Terms of Appointment

Job Location

The OECS Commission is headquartered in Castries, Saint Lucia. The position of **Communications Specialist- French** is stationed at the OECS Commission headquarters.

The OECS Commission values workforce diversity and is open to considering eligible applicants of all backgrounds, genders, religions, and sexual orientations.

Strong emphasis will be placed on recruiting nationals from all OECS Member States. The Commission is particularly underrepresented by nationals of **Antigua and Barbuda, Grenada, Montserrat, Saint Kitts and Nevis, Saint Vincent and the Grenadines, Anguilla, The British Virgin Islands, Martinique, and Guadeloupe**. Candidates from these Member States are encouraged to apply.

Benefits

The position is on a fixed-term establishment. Salary will be commensurate with qualifications and experience, and exempt from income taxes. In addition to the basic salary, this post attracts allowances.

The incumbent will be eligible for membership in the Organisation's non-contributory Group Health and Life Insurance Scheme.

The deadline for all submissions is **Thursday 31st October 2024**.

Only applications under consideration will be acknowledged.

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