

Caribbean Region Marketing and Digital Communications Manager

March 2021

Trident Trust is a leading independent provider of corporate, trust and fund administration services to the financial services sector worldwide, employing over 900 staff across a global footprint that spans Africa, the Americas, Asia, the Caribbean, Europe and the Middle East. Client focussed and service orientated, we only employ individuals who are professionally minded, committed and able to demonstrate good inter-personal skills. The Group offers a stimulating and rewarding professional environment and is truly international in its outlook and culture.

The Role

We are seeking to expand our Caribbean regional marketing team with the addition of a skilled marketing communications professional with expertise in digital channels. Reporting directly to the regional managing director and working closely with the Group's central marketing team, the successful candidate will be responsible for raising the online profile of the business and driving effective marketing and lead generation campaigns across a variety of channels. It is envisaged the role will be based in Panama, but we welcome applications from candidates based elsewhere.

Core Responsibilities

- Creating and managing effective multi-channel marketing campaigns that increase brand awareness and inbound lead generation
- Increasing the Group's online profile through effective search engine optimisation and online content marketing
- Copywriting/editing across a broad range of sales and marketing materials: brochures, fact sheets, advertising, thought leadership articles, proposal library content and client update emails

Qualifications

- Graduate with 2:1 honours degree or higher
- Relevant marketing qualification desirable but not essential

Skills and Experience

- Fluent English language written and oral communication skills (other languages advantageous but not essential)
- Thorough understanding of the digital marketing/communications environment
- Experienced copywriter
- Relevant experience in an international professional or financial services firm

- Strong interpersonal skills
- Effective project management and time management skills
- High level of attention to detail
- Adept at influencing and negotiating
- Ability to think creatively
- Skilled with MS Office applications, knowledge of CRM/marketing hub applications

Training

Trident offers employees the opportunity to enhance their technical knowledge and experience by operating a Financial Assistance Policy that promotes further studies.

Remuneration

Salary commensurate with experience and qualifications.

Applications

Applications, which will be treated in the strictest of confidence, should include a full C.V. and be sent to Nicholas Bishop, Regional Managing Director, at nbishop@tridenttrust.com.