



CAREER OPPORTUNITY

SporTT is seeking to recruit a suitably qualified individual for the following position:

SENIOR OFFICER, MARKETING

JOB SUMMARY:

The incumbent is required to develop and execute comprehensive marketing strategies to elevate our brand and drive business growth. They will collaborate with cross-functional teams to create impactful marketing campaigns, analyse market trends, and measure the performance of all marketing efforts.

They will contribute to developing and delivering an integrated marketing campaign for our annual marketing strategies. You will work closely with all partners and internal stakeholders to promote and deliver a national and regional, fully integrated, high-profile marketing campaigns.

ROLES AND RESPONSIBILITIES:

- Leading and coordinating efforts with relevant staff and vendors to successfully manage and execute digital marketing strategies and campaigns
- Collaborating with national, regional and international agencies to support marketing and recruitment efforts including material development, management, and mailing
- Ensuring branding is consistent across all channels and uses and adheres to SporTT's brand identity guidelines and communication standards
- Researching current market conditions and trends to implement best market strategies for target area
- Collaborate with SporTT partners to analyse their business needs and their customer experience needs
- Execute corporate brand strategy, message development, pitch, and announcement strategies
- Coordinate branding initiatives, strategic marketing campaigns and internal / external communications and foster external media relations
- Manage advertising, public relations and promotional programmes through liaison arrangements with, media representatives, advertising firms and event management organizations
- Develop and implement comprehensive marketing strategies and campaigns
- Monitor and analyse market trends and competitor activities
- Manage and optimize marketing budgets to maximize ROI
- Lead and mentor the marketing team to foster a high-performance culture
- Evaluate the effectiveness of marketing initiatives and make data-driven adjustments
- Maintaining a network of professional contacts, such as vendors, artists, designers, photographers, media contacts
- Work with research agency of SporTT to monitor and share findings with all partners and senior stakeholders
- Build and maintain relationships with external partners and stakeholders
- Support on effective reporting and measuring of campaign impact and behaviour change

QUALIFICATIONS:

- Bachelor's degree in marketing, Business, or a related field
- Minimum of a Postgraduate qualification in Marketing
- Must have managed a project budget of approximately TT\$1M
- Must have experience in managing and leading people
- Or
- Any equivalent combination of experience and training



EXPERIENCE:

- At least 8 to 10 years of progressive experience in brand marketing and communications, 5 years of which are within a supervisory role
- Demonstrated experience in working at a senior level liaising and working with government authorities at a Regional and/or Local level

KNOWLEDGE, SKILLS AND ABILITIES:

- Proven track record of developing successful marketing campaigns
- Leadership experience and ability to manage and motivate a team
- Ability to think strategically while comfortable with project management details
- Energetic and intuitive marketing strategist with exceptional communication skills
- Excellent liaison and negotiation skills
- Should be able to lead presentations for Senior Government officials
- Experienced in strategic marketing, branding and CRM
- Skilled in direct response marketing with ability to craft integrated marketing strategies across all channels and touch points, including website, print communications, online communications and direct mail
- Intuitive, Proactive, Collaborative, Driver, Creative Problem Solver, Analytical
- Ability to manage conflict and seek resolution
- A creative thinker
- Strong team player
- Able to work under pressure (adaptable and resilient - able to cope with ongoing change and support others through the process)

All Candidates must possess good interpersonal skills with a strong work ethic and commitment to excellence. Candidates must be able to deliver superior quality in a fast-paced environment.

Applications with full resumes should be sent to:

The Human Resource Department
The Sports Company of Trinidad and Tobago Limited
National Cycling Velodrome, Off Couva Main Road, Balmain, Couva

Or

recruitment@sportt-tt.com

Deadline for submission of applications:

No later than Friday 13th March 2026 at 4:00pm

Dated: 2026 March 01