



MARKETING & SUPPORT OFFICER

POSITION SUMMARY-OVERVIEW:

This is an administrative support position, which is generally accountable for ensuring that the general public is aware of how the National Health Insurance Plan works, understands how to access the service and benefits at the NHIB, the personal returns and advantages of paying contribution to the Health insurance fund. The incumbent must develop the necessary high impact programs and improve public image of the NHIB. This position will oversee the corporate image of the NHIB by organizing Public Relation activities.

DUTIES AND RESPONSIBILITIES

- Booking radio, TV and print advertisements.
- Monitoring NHIP website for pertinent material or messages and forwarding same to the CEO.
- Updating NHIP website with current content.
- Liaising with the department heads/managers to develop content for publishing online and on print, TV or radio media.
- Managing and maintaining the content and material for a periodical internal email magazine.
- Preparation and maintenance of profiles of all employees; content to be used in marketing the NHIP on websites and other media.
- Liaising with department managers to design and produce Preventative Health Care Programmes.
- Liaising with Human Resource Manager to broadcast internal messages.
- Supporting the CFO in managing the strategic marketing plan.
- Supporting the CFO in designing and completing templates for the Annual Report
- Supporting the CEO in managing annual events.
- Supporting the CEO in designing and producing pronouncements for online and print media (with legal advice).
- Visiting schools and other fora to make presentations on behalf of the NHIP
- Using personal face and voice in producing advertisements for NHIP (when needed)
- Pricing and costing media productions with support from finance.
- Conducts reviews of customer service quality assurance standards/protocols.
- Conducts customer care surveys and provide feedback to the CEO.
- Ensures all agreed targets are conscientiously pursued and realized.
- Provides administrative support in order to ensure effective and efficient office operations.
 - Ensures that all supporting documents are accessible and filed appropriately.
 - Ensures the confidentiality and security of all files.
- Performs other duties as assigned by the immediate supervisor or any other person authorized to give instructions or assignments.

QUALIFICATIONS AND EXPERIENCE

- Associates Degree in Communications/Public Relations or equivalent with 3 years of experience in marketing and sales; Bachelor's Degree preferred.
- Knowledgeable of Research Methods.
- Ability to write reports and business correspondence.
- Demonstrates a high level of integrity and professionalism.
- Very detail oriented with the ability to multi-task.
- Excellent time management skills.
- Ability to be able to work efficiently with little or no supervision.
- Strong written, oral and computer literacy skills.
- Knowledgeable of data processing, spreadsheet preparation, WordPress, and presentation graphics programmes.
- Knowledgeable of use of various social media platforms.
- Excellent interpersonal, communication and customer services skills.

Salary commensurate with qualifications and experience. \$38,374.00 per annum

For more information on these vacancies, please visit our website at www.tcinhip.tc All Applications should be emailed to: recruitment@tcinhip.tc We would like to thank all applicants for their interest. However, **only those who are selected for an interview will be contacted.** Applicants who applied for any of the above listed positions do not have to reapply. Qualified Belongers may also submit a copy of their applications to the Commissioner of Labour & Immigration Board after submitting applications to the National Health Insurance Board Human Resource department.

Deadline for submission is 11 November 2023