



NATIONAL FISHERIES AUTHORITY

HEAD OFFICE | 2C NEWPORT EAST, KINGSTON 11, JAMAICA

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AQUACULTURE BRANCH | TWICKENHAM PARK, P.O. Box 833, SPANISH TOWN, ST. CATHERINE

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ANY REPLY OR SUBSEQUENT REFERENCE TO THIS COMMUNICATION SHOULD BE ADDRESSED TO THE **CHIEF EXECUTIVE OFFICER** AND THE FOLLOWING REFERENCE QUOTED.

October 5, 2026

The National Fisheries Authority is inviting applications from suitably qualified and experienced persons to fill the following vacant position:

MARKETING OFFICER (LEVEL 7)

SALARY SCALE (\$4,266,270- \$5,737,659) PER ANNUM

IF YOU BELIEVE YOU POSSESS THE ABOVE QUALITIES AND A STRONG DESIRE TO HELP THE AUTHORITY FULFILL ITS MANDATE, SUBMISSION OF APPLICATIONS ACCOMPANIED BY DETAILED RESUME INCLUDING THE NAMES OF TWO (2) REFEREES SHOULD BE SUBMITTED VIA THE WEB NO LATER THAN FRIDAY, OCTOBER 16, 2026 TO:

**SENIOR DIRECTOR
CORPORATE SERVICES DIVISION
NATIONAL FISHERIES AUTHORITY
2C NEWPORT EAST
KINGSTON 11
E-MAIL: fisherieshr@nfa.gov.jm**

We appreciate your interest in these positions; however, only shortlisted applicants will be contacted.

Marketing Officer

JOB PURPOSE

Under the direction of the Senior Director, Commercial Services Branch (Level 9), the Marketing Officer (Level 7), has the responsibility for planning, organizing and coordinating the Authority's marketing programme.

The Marketing Officer will develop relationships with the relevant agencies and industry stakeholders to market sector products and services. There is a requirement for the incumbent to play a key role in transforming the fisheries sector through the stages of development from innovation to product development and then commercial business operations.

KEY RESPONSIBILITY AREAS

Technical/Professional Responsibilities

- Formulates the Authority's marketing strategy and plan.
- Formulates the annual budget, operational and work plan for the marketing programme;
- Assists the Director of the Commercial Services Division in planning and organizing all services and product development activities;
- Coordinates all strategies for marketing the Authority's v products and services.
- Liaises and collaborates with the Authority's Public Relations and Communications personnel, other MDA officials and other relevant stakeholders to achieve marketing targets;
- Creates linkages with marketing and other private and public sector agencies to promote and enhance the marketing of the fisheries sector;
- Reviews proposals for marketing the Authority's products and services and provides the relevant technical advice and recommendations;

- Maintains current knowledge of market trends and developments; conducts market research to identify business needs and investment opportunities for promotion and growth of fisheries sector
- Researches, as requested, the market demand for the Authority's existing and proposed goods and services
- Identifies key target value chain actors and establishes the best practices for market penetration.
- Undertakes market testing for potential new products and services
- Identifies opportunities for planning and organizing the Authority's presence at external events relevant to the marketing of fisheries sector products and services
- Devises and organizes a calendar of marketing events such as promotions, workshops and open days
- Implements appropriate strategies for promoting the Authority's existing and proposed goods and services to the target market.
- Collaborates with other Authority personnel in devising an approach to pricing and utilizes this approach to set prices for products and services.
- Creates marketing campaigns and collaborates with the Authority's Public Relations and Communications Branch in promoting same
- Establishes, implements and tracks metrics for products and overall program management.
- Prepares measurement reports on the effectiveness of all marketing activities and analyzes the impact of marketing campaigns;
- Prepares content for marketing publications such as press releases, brochures and leaflets as well as e-newsletters and other e-marketing material.
- Collaborates with relevant internal and external stakeholders to develop and maintain the Authority's Customer Relations Management System (CRM)

Other Responsibilities

- Performs any other related duties which may be assigned from time to time by the Director, Commercial Services.

AUTHORITY

- Authorizes the use of resources and equipment.
- Certifies travel and other claims
- Recommends payments
- Recommends policy changes
- Advises on marketing strategies/campaigns
- Authorizes content for marketing publications

PERFORMANCE STANDARDS

- Marketing Plans and Budget are developed and implemented according to established guidelines and within the agreed timeframe;
- Effective relations and linkages established and maintained with relevant marketing industry partners and other private and public sector entities;
- Comprehensive market research is ongoing and analysis is thorough, accurate and consistently accepted
- Marketing Campaign is developed in accordance with established principles and best practice
- Required number of Marketing Events are planned and effectively executed as agreed
- Timely and effective communication of information relating to target groups is disseminated
- Business investments identified are promptly referred and monitored to ensure execution
- Marketing events are continuously evaluated in accordance with established standards and reports produced with the agreed timeframe

REQUIRED COMPETENCIES

Core Competencies

- Oral Communication
- Written Communication
- Problem Solving & Decision Making
- Interpersonal Skills
- Planning and organizing
- Customer & Quality Focus

- Managing Client Interface
- Initiative
- Integrity
- Analytical Thinking
- Teamwork & Cooperation
- Managing Partners
- People Management
- Leadership
- Strategic Vision
- Impact and Influence
- Goals & Results Oriented

Technical Competencies

- Knowledge of the operations of the Government and the NFA and its projects, programmes, organizational policies and procedures, (Local and International, Fisheries act, Staff Orders,)
- Excellent knowledge of relevant marketing techniques and principles
- Knowledge of local, regional and international marketing trends
- Knowledge of social media and web analytics
- Knowledge of market research techniques, statistical and data analysis methods
- Good project management and development skills
- Proficiency in the use of relevant computer applications Microsoft Office Suite & Statistical computer software programs

MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE

- Masters Degree in Social Sciences or related field, including courses in Marketing
- Three (3) years related experience in a comparable working environment.

OR

- Bachelor's Degree in Social Sciences or related field.
- Post Graduate Certification in Marketing or related discipline
- Three (3) years related experience in a comparable working environment.

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Required to travel extensively island-wide, including travel to remote locations
- May be required to travel overseas for short periods
- Occasionally required to work beyond normal hours and on weekends and public holidays
- Exposed to challenges which may require response at very short notice
- Moderate exposure to harsh working environment (e.g. aquatic and offshore areas) and hostile clientele
- Exposure to working in volatile communities

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Exposure to harsh working environment (e.g. aquatic and offshore areas)
- Extensive periods in the field during terrestrial operations
- Exposure to hostile clientele and situations where safety and security may be at risk
- Required to travel island-wide, including travel to remote locations and also travels overseas to regional and international meetings and conferences.