



# VACANCY



LOCATION: BONAIRE

## SENIOR MARKETING & PUBLIC RELATIONS OFFICER MARKETING DEPARTMENT

### JOB DESCRIPTION

The Senior Marketing & Public Relations Officer plays a key role in shaping and executing marketing initiatives that support the bank’s strategic goals and brand positioning. This role manages integrated campaigns across traditional and digital channels, including print, website, and social media, ensuring all communications are accurate, compliant, and aligned with the bank’s tone and visual identity. Working closely with internal teams and external partners, the officer

ensures consistent messaging, timely delivery, and measurable impact. Responsibilities also include maintaining the marketing calendar and coordinating events and campaigns. With a strong focus on quality, brand integrity, and attention to detail, this role enhances customer engagement, supports product promotion, and strengthens overall brand visibility.

### KEY ACCOUNTABILITIES

- Plan, develop, and execute integrated marketing campaigns across traditional and digital channels to support product launches, promotions, and business growth.
- Create, review, and manage marketing and communication content, ensuring accuracy, brand consistency, and compliance with standards.
- Maintain and manage the annual marketing calendar, coordinating campaigns and aligning activities with business units and strategic priorities.
- Monitor, track, and analyze campaign performance, preparing reports and using insights to improve future marketing effectiveness.
- Develop and execute internal and external communication plans, including social media, website content, and campaign messaging.
- Oversee external communications and public relations, including press releases, media relations, and reputational management.
- Act as a key liaison for media and external stakeholders, supporting senior management with public engagements and communications.
- Safeguard and strengthen brand identity by ensuring consistent messaging, tone, and visual standards across all channels.

**Role Complexity & Impact**  
This is a dynamic and high-impact role at the heart of MCB Bonaire’s marketing and communications function. The Senior Marketing & Public Relations Officer manages a diverse portfolio of marketing and PR activities across multiple channels, combining creativity with precision, compliance, and brand excellence. You will coordinate campaigns, content, and messaging across departments, ensuring consistency with brand standards while tailoring communication for maximum impact. The role requires strong attention to detail, sound judgment, and excellent communication skills to protect and enhance the Bank’s reputation. Working in a dynamic environment, you will balance strategic planning with hands-on execution, often managing multiple priorities under tight deadlines. Success in this role comes from strong project management, cross-functional collaboration, and the ability to turn complex requirements into clear, compelling, and consistent communications.

### FUNCTIONAL COMPETENCIES

- Strong writing, editing and proofreading skills in Papiamentu, English and Dutch.
- Excellent organizational and project management skills.
- Knowledge of social media platforms and website content workflows.
- Ability to analyze content performance and optimize communication strategies.
- Proficiency in Microsoft Office (Word, PowerPoint, Excel, Outlook).
- Strong attention to detail and focus on delivering error-free content.
- Comfortable managing multiple projects simultaneously.
- Strong executive presence and verbal communication skills in Papiamentu, English and Dutch
- High level of professional judgement and discretion

### QUALIFICATIONS: EDUCATION AND EXPERIENCE

**Education:** Minimum a Bachelor’s degree in Marketing, Communications, Public Relations, Business Administration or a related field.

**Experience Requirements:**  
Minimum of 4 years of experience in Marketing, Communications and Public Relations, preferably in a financial or corporate setting.

IF YOU ARE PASSIONATE ABOUT THIS JOB OPPORTUNITY AND WANT TO DRIVE EXCELLENCE IN THE INSURANCE SECTOR, WE WOULD LOVE TO HEAR FROM YOU.  
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**Note:** This job vacancy is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the incumbent for this position.

