



REQUEST FOR EXPRESSIONS OF INTEREST EOI/ CURRICULUM VITAE

Individual Consultant for Digital Marketing Specialist

The Ministry of Health & Wellness is the pre-eminent Government entity whose mandate is “To ensure the provision of quality health services and to promote healthy lifestyles and environmental practices”. The Ministry, together with its Regional Health Authorities (RHAs), Agencies and related organizations make up the public health system and are responsible for health care delivery across the island.

The Ministry of Health and Wellness is seeking to engage a motivated, result-orientated, and qualified professional as a consultant to support the awareness of the Ministry’s policies and programme vision media platform.

BACKGROUND

The Digital Marketing Specialist is required to communicate using digital and new media effectively, timely and comprehensively to the Ministry’s external ‘publics’, in order to increase awareness about its portfolio responsibilities, policies, plans and programmes with a view to changing behavior.

QUALIFICATION AND EXPERIENCE

The consultant must meet the minimum required qualifications as detailed below or based on equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would provide the required knowledge and abilities.

MINIMUM QUALIFICATIONS AND EXPERIENCE

- A Bachelor’s degree in Integrated Marketing Communication, Digital Media Production, Marketing, Digital Marketing, Journalism or any other related field.
- At least 2-3 years working experience in a similar position conceptualizing, designing, and developing social media content and brand awareness.
- Candidate must possess certification or training in relevant areas including graphic design, public relations, marketing, digital marketing, communications, or related discipline.
- Excellent written and personal communication skills.

Expressions of Interest in the form of an Application Letter and Curriculum Vitae must be sent via email to kameisha.taylor-hibbert@moh.gov.jm or before **Monday, June 19, 2023** no later than **3:00 pm**.

Applicants are required to have or obtain a valid copy of Tax Compliance Certificate (TCC).

The detailed Terms of Reference can be viewed on the MOH website at www.moh.gov.jm.

We thank all applicants; however, please note only shortlisted candidates will be contacted.