



National Irrigation Commission Limited

CAREER OPPORTUNITY

MARKETING OFFICER

Job Summary

Under the general supervision of the Public Relations Specialist, the Marketing Officer is responsible for general support services aimed at the strategic marketing development and implementation of strategies, plans, programmes, and initiatives to progressively increase the Commission's customer base, strengthen brand visibility, and expand awareness and uptake of the National Irrigation Commission's services among farmers and other target stakeholders, including growth in the targeted service area under irrigation.

Key Responsibilities include the following:

- ✦ Executes general support services aimed at strategic marketing development and implementation of strategies, programmes, initiatives;
- ✦ Updates and maintains Marketing and Communication Plans;
- ✦ Conducts market, stakeholder and audience research;
- ✦ Maintains business records;
- ✦ Implements customer engagement, and service-promotion initiatives;
- ✦ Develops, monitors and evaluates customer growth and brand visibility campaigns;
- ✦ Applies data analytics techniques to support evidence-based marketing /communication strategies, and targeted outreach;
- ✦ Designs and develops customer acquisition strategies and approaches;
- ✦ Develops marketing and promotional content for print and digital media;
- ✦ Prepares performance and other reports;
- ✦ Performs any other related duties as assigned by the Public Relations Specialist and or Director of Commercial Operations from time to time;
- ✦ May be required to work beyond normal working hours as the need arises.

Required Qualification and Experience:

- Bachelor's Degree in either Marketing, Agricultural Marketing, Business Administration (Marketing) major, Management Studies with (Marketing), or a closely related discipline;

- A minimum of three (3) years' relevant working experience, with at least one 1 year in a role involving marketing, customer development, stakeholder engagement, or market analysis;
- Strong analytical and problem-solving skills, with the ability to interpret market and customer data to guide marketing and customer-growth strategies;
- Excellent attention to detail, with the ability to identify trends, gaps, and opportunities in customer and engagement data;
- Strong verbal and written communication skills sufficient to support stakeholder engagement, reporting, and service promotion.

Application Requirements

We are inviting your application if you meet the requirements outlined. This should include a cover letter and detailed Resume no later than **May 22, 2026 to:**

The Manager - Human Resources & Industrial Relations

P.O. Box 631

Kingston 6

Or email: hr@nicjamaica.com

We will acknowledge all applications, however, only shortlisted candidates will be contacted.