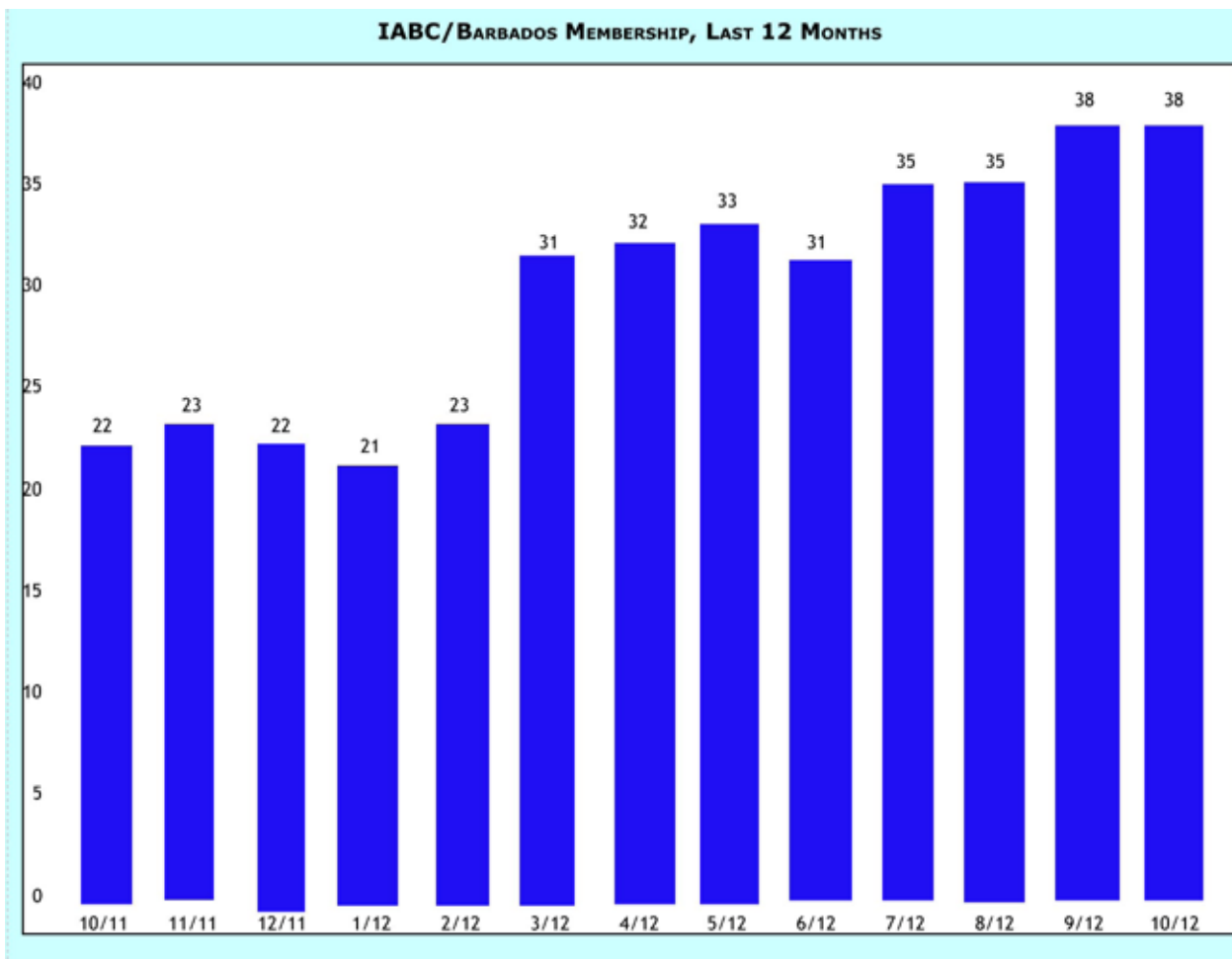


IABC Barbados Membership Reaches 38: September Worldwide Membership Month 2012



This month, there's good news and bad news on the membership front.

The bad news is that the great prizes on offer from the VP Membership, Keith Goddard, for the September Membership Month promotion have gone a-begging.

He had secured one dinner for two at the luxurious The House restaurant, and a staycation compliments Divi Southwinds for any member who recruited up to five new members during the month. No one was able to reach this goal.

In the September Worldwide Membership Month promotion, IABC offered a waiver of the US\$40 registration fee to new members who joined during the month, and also to lapsed members who renewed during this period. The other membership charges still applied. It was an excellent opportunity to grow the Chapter and the association, and one that we didn't capitalise on to the best of our ability.

Nevertheless, the good news is that our efforts for the promotion have yielded three new members for the chapter, and two lapsed members who renewed their subscriptions.

This brings our current membership to 38, a record since the formation of the chapter in 2008.

However, while it is an improvement on the 22 members which we had at this time last year, it is still some way from the goal which the new president set at the start of the current Executive Board's term in office.

She had challenged the membership to double its ranks during the current term. It is a goal that is still achievable with some effort.

The new members who joined us recently are Valerie Hope, Keisha Humphrey and Jennifer Branch-Maloney.

The lapsed members who have rejoined us are Carolyn Williams and Joy-Ann Wood. We welcome the new members to our ranks, and welcome back the renewing members.

Even though we didn't get a huge upsurge in membership in September all is not lost, however. There will be another opportunity coming up soon to grow the chapter membership and also benefit personally from your own recruitment efforts.

IABC will be offering another a Member-Get-A-Member promotion in December. Please see page 6 for more details about this promotion.

Remember that membership is everyone's business!

WHAT'S NEW

- Another FREE webinar
- New Membership Dues
- Worldwide Membership Month Results

New Members



Jennifer Branch-Maloney



Valerie Hope



Keisha Humphrey

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FROM THE PRESIDENT

Colleagues,

October sees us four months into the term of the new Executive Board which was elected at the beginning of July.

The Chapter is pressing on somewhat more slowly than my impatient self would like, but I'm thankful for the gains we have been able to make.

The Board has instituted a number of sub-committees in order to share the leadership opportunities and to involve the entire membership in the administration of the Chapter. They are Membership, Communications, Marketing, Professional Development, and Finance. It is through engagement that members create value for themselves, take ownership of the chapter's business and work to ensure its survival and growth.

Some sub-committees have had a slower start than others, but it is my hope that even though we are all very busy with our work and family life, everyone can contribute in some way. If you haven't been approached to serve, consider volunteering.

While we lost a couple of members who did not renew, we welcomed three new members who came on board in September/October – Valerie Hope, Keisha Humphrey and Jennifer Branch-Maloney. You can get to know more about Valerie in the personality profile on page 4. The other members will be featured in upcoming issues of BUZZ.

We also welcomed back Carolyn Williams and Joy-Ann Wood, two members who had 'taken a break'.

We believe that they see the value in IABC membership, and will take advantage of all the many benefits on offer, such as the free-to-members webinar that will be taking place on November 7.

We were heartened that four of the seven members registered for the Accreditation Completion Program were able to submit their portfolio entries by the September 17 deadline. We now await the results, before proceeding to the final step - exams.

Looking ahead, our November General Meeting will be an occasion to take care of some important Chapter business – the adoption of our bylaws.

And with Christmas 'just around the corner', we're looking forward to an early start to the Holiday Season with our Seasonal Social at Tapas on December 6.

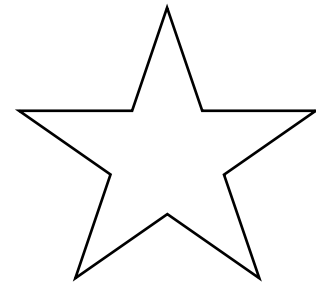
News came from IABC headquarters that there will be an increase in fees in the new year. You will be hearing directly from them in this regard, but in the interim, you can find out more in the article below.

We hope that this development will not unduly hamper our efforts to reach the target of at least 60 members by July.



Dr. Sharon Marshall

We also recognise that we will have to redouble our efforts to ensure that communicators are heard and valued. You can help us with this task through your involvement with the chapter and by giving us constructive feedback.



IABC Barbados Graduated From Tier D to C

New Membership Dues Adjustments

Every year, IABC's International Executive Board (IEB) reviews membership dues and related charges. This year, the IEB conducted this review at its September 2012 meeting, and approved two changes in IABC dues that will directly affect our chapter.

The first change is a cost-based increase of 2%, which raises international dues for members by US\$5 or less. As required by a Board motion from 2003, the IABC Executive Board conducted its annual review of consumer price index statistics and determined a 2% increase was necessary.

The increase allows IABC to keep up with costs in order to maintain the same quality of programmes, service, and membership benefits, as well as invest in new programmes. While no one likes increases in dues or for any services, the Board's decision to make small adjustments on an annual basis eliminates the need for large "correctional" increases on an infrequent basis (such as the increase in 2003 when dues were raised by US\$30).

At IABC, all countries of the world are assigned to one of four tiers (A, B, C, and D) based on their gross national income (GNI) per capita as reported by the World Bank.

This has been the most objective, comprehensive methodology IABC has been able to identify.

Word has come from headquarters that Barbados is being reassigned from tier D to tier C. While this reassignment will result in an international dues increase for Barbados chapter members of US\$54 (from US\$128 to US\$182, inclusive of the cost-based dues increase), it creates parity with the other countries with similar GNI per capita.

Tier assignments are reviewed every other year, so the next change will come January 1, 2015.

Headquarters Staff will email members individually with the news of these changes before the end of October.

In December, staff will email the chapter leadership with the total dues amounts for your chapter in 2013 (inclusive of international, regional, and chapter dues).

Members can avoid the dues increase above if they renew their membership (regardless of when their membership comes up for renewal) before 31 December 2012.

The Power of One

Earlier this year, Sharon Carter-Burke initiated the discussion that got us together for a webinar entitled **Living on the edge: How seventeen year olds are driving organizations to pioneer new techniques for social interactivity**. That webinar on April 25 was graciously hosted by CIBC FirstCaribbean International Bank and attracted 15 participants.



Left: Sharon (at right) paying close attention at the April 25 webinar hosted by CIBC FirstCaribbean International Bank.

Right: participants at the seminar hosted by CDB in September.

In September this year, Sharon sent out feelers via the Chapter Google Group to see which of her colleagues would be interested in sharing the costs of a webinar by measurement guru Angela Sinickas on **Communication Measurement on a Shoestring Budget**. This time around, only Sophia Cambridge and Sharon Marshall joined her on September 26. But it meant that the costs were split three ways, making it more affordable.

Sometimes we are fortunate to secure corporate sponsorship, as in the CIBC FirstCaribbean case, and more recently through the Caribbean Development Bank, which sponsored the September 12 webinar **Engaging Employees in the Strategic Direction of Your Organisation**.



Sharon's action is a tangible demonstration of the fact that you can get the most out of your IABC membership if you join forces with your colleagues in the communication profession. You can make a difference.

See below for another opportunity that's coming up soon. Let's make things happen, together. Be Heard!



Another FREE-to-Members Webinar Coming in November



Wilma Mathews, ABC, IABC Fellow

Plagiarism and copyright infringement -- are you guilty of either one? is the title of the next free webinar to be offered by IABC.

It will be broadcast on Wednesday, November 7, 2012, starting at 12:00 p.m., Eastern Standard Time.

The presenter for this webinar will be Wilma Mathews, ABC, IABC Fellow, who is the current chair of the IABC Ethics Committee. She will give participants a review of both violations with real examples; and how to educate your staff and employees about both.

We all know that writing is easy...too easy. Anyone can easily pull all sorts of material directly from the Internet and declare it "original" work.

In this session, among the things which communicators who participate will learn are:

- The difference between plagiarism and copyright infringement
- How the Internet is making everyone a plagiarist
- The jeopardy writers may be putting their companies in
- How to check for plagiarism/copyright infringement.

Ms. Mathews and the ethics committee deal mostly with ethics complaints from IABC members about copyright infringement and/or plagiarism.

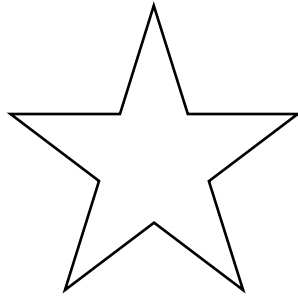
She is a faculty member at the Walter Cronkite School of Journalism & Mass Communication at Arizona State University. Ms. Mathews is also an author, and is currently working on the 5th edition of the publication entitled **On Deadline: Managing Media Relations**.

Can we get together for this? Can you host it at your workplace?

Think about it and, if you can, please contact Vice-Presidents, Professional Development, Carmel Haynes and Sophia Cambridge.

If not, it will be available on your desktop. Try not to miss it.

Meet one of our New Members - Valerie Hope



Valerie joined the Nation Publishing Co. Limited in 2005 and has over 10 years of experience in the areas of Marketing, Business Research & Analysis, Knowledge Management and database design. As Head of Marketing and Communications, she oversees all aspects of the marketing, corporate communications and customer experience functions and is also the manager in charge of Imageworx, the company's commercial creative division.

During her tenure at Nation Publishing, Valerie has led the strategic planning process and she has conducted several market research initiatives to assess customer needs, influence the restructuring of existing products and support the development and launch of new products.

In addition, she has coordinated the launch of new websites to complement key advertising initiatives, created a contact management database to assist direct marketing initiatives and customer engagement, and led the redesign of the company's corporate identity. She was also a lead member of the team which won the license to publish the official publications for ICC Cricket World Cup 2007.

Prior to joining Nation Publishing, Valerie worked for over seven years with a leading multinational professional services firm, where she was involved in developing and executing knowledge management initiatives, creating sales presentations to promote key products and services, compiling and analyzing market data to support business activity and identifying market opportunities. She was also the primary author of the Caribbean Business Outlook 2001, 2002 & 2003 publications.

Valerie has a Professional award in e-marketing from the Chartered Institute of Marketing, a Master of Informatics from the University of Manchester, United Kingdom, and a MBA in Global Management from the University of Phoenix in Arizona, USA.

In her spare time, Valerie likes to spend time with her husband and two young children, read, cook international cuisine, play tennis and travel. She also sits on the pastoral council of Our Lady Queen of the Universe Roman Catholic Church, and is currently the chair of their communications committee.

Calendar - Coming Up Next

Webinars

Free for IABC Members

7 November, 2012, 9–10 a.m. PDT

Plagiarism and copyright infringement -- are you guilty of either one?

presented by Wilma Mathews, ABC, Chair, IABC Ethics Committee

Fee: US\$175

28 November, 12–1:30 p.m.

From email to infographics: Why visually enhancing your communication is critical in today's business environment

presented by Drew Banks, Head of Marketing, Prezi

Conferences

12–13 November, 2012

IABC & PRIME Research Communication Research and Measurement Conference

New York City, USA

18–20 November 2012

World Public Relations Forum, IABC Track

Melbourne, Australia

5–6 December, 2012

Strategic Communication Leadership Conference

Scottsdale, Arizona, USA

7–9 February, 2013

Leadership Institute

Hilton Scottsdale Resort and Villas

Scottsdale, Arizona, USA

23–26 June, 2013

IABC World Conference

Hilton New York

New York City, USA

Workshops

17 January -14 March, 2013

Social Media Workshop

A series of eight weekly live online sessions on Thursday mornings with accompanying weekly on-demand online training modules

Presented by Shel Holtz, ABC, IABC Fellow, Holtz Communications + Technology

Tentative schedule:

Online sessions: 12 February–19 March, 2013

Onsite session: 26 March, Atlanta, Georgia, USA

Communicating Change Workshop: The vital role of the business communicator

A series of six weekly live online sessions with accompanying weekly on-demand online training modules culminating in a one-day face-to-face workshop

Presented by Jeanenne LaMarsh, LaMarsh Global

Chapter Meetings

General Meeting

28 November, 2012, 6–8 p.m.

Barbados Light & Power Company Ltd.

Seasonal Social

6 December, 2012, 6–8 p.m.

TAPAS

Hastings, Christ Church

General Meeting

27 March, 2013, 6–8 p.m.

Barbados Light & Power Company Ltd.

Annual General Meeting

1 July, 2013, 6–8 p.m.

Barbados Light & Power Company Ltd.

Documentation: A PR Professional's Best Friend

By Novaline Brewster



I wandered into the Island Inn Hotel two weeks before my IABC accreditation portfolio was due, totally unclear and uncertain about my approach to what appeared an insurmountable task. I had read none of the materials, nor had I considered the content of my portfolio. Actually, I was determined that an extension would be necessary.

As background, candidates for the IABC Accreditation must present two bodies of work that demonstrate a strategic approach to planning and executing public relations projects. These portfolios must reflect a clear PR problem, the solution and the success of the PR strategy based on some sort of measurement. The contents of the portfolio include project proposals, examples of public relations materials (press releases, videos, communications kits, ads, audio clips, etc.) , a clear illustration of the candidate's role in the project, a budget and, of course, a measurement tool, be it a survey, poll or feedback.

The lucid and thorough presentation by Gloria Walker, ABC, FRSA, IABC's Global Accreditation Chair, on the compilation of IABC's accreditation portfolios was inspiring and thought provoking. Half-way into her presentation, a light bulb illuminated: Why not prepare a portfolio on the Central Bank's new approach to internal communication? As she reiterated in her talk, the portfolios had to reflect thorough planning as a PR professional. As evidence of this approach, documentation of all the steps taken in handling a PR problem was a necessity.

I realized after the seminar that 75 percent of my first project was completed because the Communications Unit at the Central Bank of Barbados documents its strategies, especially, the major ones. Our current boss, Governor, Dr. DeLisle Worrell, is the biggest protagonist of documentation. Truth be told, he even insists on documented guidelines on each of our major tasks.

I was therefore able to compile my first portfolio with relative ease, despite a very gruelling schedule. The second admittedly required some more work, because I had not retained all of my documentation of that event. So that on the eve of the submission deadline, I was included in the lists of candidates requesting an extension.



Novaline (far left) waiting her turn to meet with Gloria Walker, ABC, FRSA,

However, when I was advised that the next submission date was not until April 2013, I redoubled my efforts, drew on my memory and that of my colleagues, burnt the midnight oil, and as a result was able to meet the deadline.

I learnt several lessons from this invaluable experience: time management, staying focused, perseverance and, most important, that planning and documenting are a PR professional's best ally.

Documentation helps us to execute our projects more professionally, lends itself to better teamwork, saves time on future projects because one always has a reference document and, as I learnt in September, is key to completing an IABC Accreditation programme in a timely manner. If you as a PR professional are not documenting in your daily operations, I recommend that you start doing so. It will become your friend too. The time spent documenting will redound to your benefit in the long run.

On another note, I commend the local Chapter for exposing us to the immense knowledge and expertise of Gloria Walker. Take a bow. Well done!

In my next contribution to this newsletter, I will share with you the Bank's approach to internal communications. Stay tuned.

The Three Commandments of Quality Writing

By Jon Gelberg, PR News September 25, 2012

With so much content being produced these days and so many media and social media outlets to choose from, it is a daily battle for PR pros to get their messages across to their target audiences. While there's a lot of content being produced much of it is being ignored because the quality of writing is wanting.

People are always offering tips on how to improve your writing, but if I was forced to choose just three, it would be these:

1. Write the way you speak: Mediocre writing is often the by-product of trying too hard. Don't think of yourself as a writer, think of yourself as a communicator. You are telling a story, delivering a message. Before you start writing talk it out in your head. Imagine you are at a party and tell the story to a friend. You'd be amazed how much this can simplify the process.
2. Just the facts: In the fast-paced world of social media and 24-hour news cycles, there is a temptation to write first and check facts later. This is a huge mistake. When you get your facts wrong, you damage your firm's credibility, your client's brand and your personal reputation.
3. Capture your audience's attention and capture it quickly: Attention spans are getting shorter and shorter while the volume of available information is growing exponentially. To get your message across, you need strong, subject lines, headlines and leads. If you don't "have them at hello," they are going to say goodbye.

These are my big three. What are yours? Let me know your thoughts.

Jon Gelberg is the editorial director for PR News. You can follow him on Twitter @ Jon_gelberg.

Next General Meeting - November 28, 2012

The next General Meeting of the IABC Barbados chapter is scheduled for November 28, 2012, at the Barbados Light and Power Company Limited. So mark your calendars.

An important agenda item will be the adoption of the chapter bylaws. The bylaws have been in draft form for some time now. They have been circulated and amended. Now it's time to take action and formally adopt them. It will require a quorum to make it official, so you need to come out in your numbers to make it happen.

The bylaws are the charter or constitution by which the chapter is governed, so they should be in place to ensure that we are running the affairs of the chapter in the correct manner.

The General Meeting will run from 6:00 p.m. to 8:00 p.m. Our Vice-President Administration, Marilyn Sealy, has already circulated the draft bylaws. If you can't locate your copy, or if you didn't receive one, please contact her at marilynsealy@gmail.com.

Marilyn will also send out the meeting notice and agenda ahead of the meeting, so if there is any business that you feel should be on the agenda, please let her know.

While it's a business meeting, it also has a social component. It's a chance to network with fellow communicators, and to share ideas and experiences.

We hope that our new and returning members will come out to the meeting on November 28 to meet their colleagues in the chapter.

Be Heard!

What's New at IABC

Join the IABC International Executive Board

Adrian Copley, ABC, Immediate Past Chair of the IABC International Executive Board (IEB), has extended an invitation to you to join the Board.

There are four parts to the nomination process:

In Part One, you will complete and submit the application. When completed, simply sign (in actual pen or electronically) the application, and submit in Word format to Mari Pavia at IABC, mpavia@iabc.com. The application **deadline is November 16, 2012.**

Then, in Part Two, you will create a 60-second video using any of your gadgets. The file should be submitted as an MPEG. Your video will give the Nominating Committee a chance to hear your thoughts on a common subject and DOES NOT have to be studio quality.

In Part Three, the Nominating Committee – made up of representatives of IABC regions around the world, as well as current IEB leaders – will review applicants and develop a short list. Applicants will be notified if they make the list by **December 21, 2012.**

In Part Four, the Nomination Committee will meet Saturday, **February 9, 2012**, during the Leadership Institute in Scottsdale, Arizona to review applicants and vote, using a secret ballot, to fill the various positions.

Candidates for the IEB Vice Chair will be asked to be interviewed, in person or by Skype, on Saturday, February 9. Applicants will be notified of the results of the voting by **March 4, 2013.**

If, at any point, you have questions, please send an email to Mari Pavia at mpavia@iabc.com.

2012 Southern Region Conference a huge success!



Charleston, South Carolina, was the site of the 2012 IABC Southern Region Conference from September 26-28.

The theme was **Real People Talk: Making Human Connections in a High-Tech World.**

IABC South Carolina hosted an extraordinary event, filled with memorable moments, top-notch professional development, multiple networking opportunities and lots of fun.

Participants learned to shag, improved their communication tactics and strategies, and gained inspiration to take back to the office.

Hosting the Conference requires time, commitment and hard work. Southern Region expressed thanks to Conference Chairs Tammie Epps and Pat Jackson, along with their dedicated planning committee.

The committee consisted of the following persons: Joy Capps, Stefanie Caraviello, Zenica Chatman, Patrick Cobb, Mike Deas, ABC, Jan Easterling, Karla Falk, Patricia Freshwater, Ashley Jackson, Elena Mappus, Jeanne Reynolds, Kimberly South, Leslie Ann Sully and Lauren Todd. Without these volunteers, there would have been no Conference.

Planning ahead, Southern Region is already searching for new venues for the Conference.

They are asking "Would your chapter like to host the Southern Region Conference in the future? This is a wonderful opportunity for your team and a chance to show off your home town. It requires a lot of time, commitment and creativity, but the rewards are numerous."

Perhaps one day IABC Barbados can host the Southern Region Conference. You never know.

Member-Get-A-Member Promotion Returns in December

IABC is bringing back the popular Member-Get-A-Member promotion in December.

The basic premise is that members who recruit new professional members will get three free months of membership for each new member they bring in, up to a full year at no charge (complete rules below). The promotion will begin on December 1, 2012, and run through the last day of December, Pacific time.

There are just four rules:

1. The new member must identify the referring member in one of the following ways:
 - For mailed, faxed and online enrolments: Write the referring member's first and last name and chapter (or region if he or she is a member-at-large) on the application form
 - For phoned enrolments: Mention the referring member's first and last name and chapter (or region if he or she is a member-at-large)

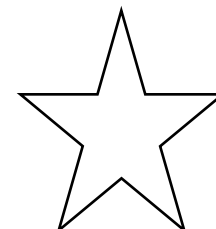
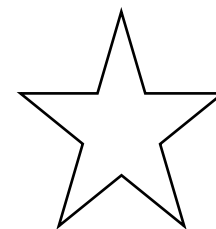
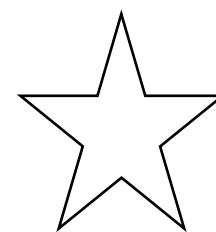
In other words, the referring member's name must be provided at the same time the cheque or credit card number is received to be eligible. Credit cannot be applied if the referring member's name isn't mentioned, so please be sure it is. We want everyone to benefit from their efforts!

2. The new member must not have been an IABC member since August 1, 2012.

3. The limit for this promotion is four members, which would provide the referring member with a full year of membership at no charge.

For members who already have lifetime membership (e.g., 500 Club members), you can donate your free months to the member of your choice, even the member you referred!

4. The new member must be a professional member (not a student member), although recruiting members can be any type.



Christmas@TAPAS

Christmas is coming, and we want to socialize with you. The plan is to do so at TAPAS on December 6. We're hoping that this will be the start of a new quarterly lime.

You can come and bring your friends for an after-work lime from 6:00 p.m. to begin your Christmas celebrations early.

There's no admission fee. Just come and choose your own food and drink, which will be on your account. There's a delicious tapas menu from which to choose.


Then mix and mingle with other business communicators and their friends in a relaxed atmosphere at one of the coolest locations on the famous South Coast Boardwalk.

It'll be a great way to ease into the spirit of the Holiday Season.




Thursdays@TAPAS

an evening to socialize in a seafront setting



a quarterly event
brought to you by
IABC BARBADOS

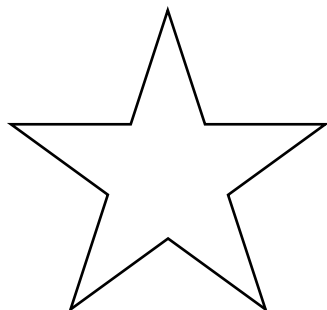


starting from December 6, 2012
6:00 p.m.

Member Focus



Alana Quintyne



Alana Quintyne fell in love with learning foreign languages and about the people who speak them and their cultures while still attending Queen's College.

This paved the way for an exciting and rewarding career in translation and cross-cultural communications. She has an MA in Languages (Interpreting and Translating) from Heriot-Watt University in the United Kingdom; a Post-Graduate Diploma in Bilateral Diplomacy from the DiploFoundation, University of Malta, and a Certificate in Marketing and General Management from BIMAP, Barbados. She is currently pursuing an MBA (International Business) with the Cave Hill School of Business, UWI.

Her role as a translator, editor and cross-cultural communicator for the past fifteen years has been to assist local, regional and international organisations and translation agencies around the world in communicating the content of their projects to their target audiences, and to report on the results of those projects across cultures and languages.

The work of these organisations is usually focused on the broad areas of international relations, development cooperation, international business, international law and economics. Alana has worked with strategic partners in the Caribbean, Latin America, North America, Africa, Asia, Europe and Oceania.

Some of the projects she has completed to date focused specifically on access to healthcare and energy, gender equality, water and sanitation, disaster risk management, agriculture and rural areas, micro finance, aid effectiveness, millennium development goals, sustainable development, poverty reduction, environment and ecology, social enterprise development, telecommunications and human rights *inter alia*.

Her work provides a cultural bridge between organisations and their target audiences which is vital to successful project implementation and to conducting and generating new business opportunities.

In addition, she has also volunteered with the United Nations Volunteer Programme and has worked on translation projects relating to volunteerism in Latin America, housing solutions for the poor in Eastern Europe and with the International Catholic Child Bureau (BICE) on harmful traditional practices in Africa.

Over the years, in addition to projects, she has translated and edited website content, online and offline magazine content, press releases, technical guides, newsletters, brochures and power point presentations and, of course, general standalone documents.

She has lived in the United Kingdom, France, Spain and Switzerland, and speaks fluent French and Spanish. She also has a solid understanding of the symbiosis of languages and their cultural contexts which is fundamental to fostering harmonious business relationships among stakeholders.

On completion of her MBA (International Business) Alana hopes to continue to use her cross-cultural communications skills and experience to assist organisations with a global scope in developing comprehensive international communications strategies for the purpose of building successful sustainable relationships with their investors, clients and the public.

Alana can be contacted at aaquintyne@gmail.com.

Member Matters

Recent joins:

Three new members joined IABC in September. They are:

Valerie Hope
Keisha Humphrey
Jennifer Branch-Maloney

Welcome, Ladies!

Rejoining Members:

Carolyn Williams
Joy-Ann Wood

Welcome back!

Recent Anniversary:

Tracey Knight-Lloyd - October 15, 2 years

Congratulations Tracey, and Happy Anniversary!



Career Opportunities



THE UNITED NATIONS DEVELOPMENT PROGRAMME BARBADOS AND THE OECS COUNTRIES

Invites applications from suitably qualified nationals of Barbados
for the Consultancy of
Web Content Editor
WCE121026

Applicants should submit applications with detailed curriculum vitae and completed personal history forms to: procurement.bb@undp.org.

Remuneration will be commensurate with the successful candidate's qualifications and experience. The deadline for applications is **Friday, 26 October 2012**.

The Terms of Reference and Personal History Form can be obtained by visiting the UNDP website at <http://www.bb.undp.org/cfps>

Note: Your name (last name, first name) along with the application reference number (WCE121026) must be placed in the subject line of the email. Applications will be treated in the strictest of confidence.

Only suitable applications will be acknowledged. The United Nations Development Programme does not as a rule acknowledge unsolicited applications.

Join our Team of Professionals

Opportunity: Group Public Relations & Marketing Manager

An exciting and new position exists with The JADA Group of Companies for an experienced and suitably qualified PR and Marketing individual. We are seeking to recruit an individual of the highest integrity to promote the interests of our group of companies, while managing the Group's corporate image and identity, in the Local and International markets.

Principal Accountabilities:

- ◆ Ensure our company strengths and achievements are accurately portrayed to the general public.
- ◆ Manage and promote a solid relationship between The Group and its valued clients and business partners. Promote our brand and expertise to the world market as; Project Developers, Premier Builders, Manufacturers and Wholesalers/Retailers of quality building products.
- ◆ Responsible for all press releases, public relation campaigns, company sponsored events, and charitable donations.
- ◆ Coordinate the appearance of all company print and electronic materials such as; letterhead, use of logo, brochures, etc.
- ◆ Create and maintain all company websites, assuring consistent portrayal of our company image, core values and core objectives.
- ◆ Monitor economic developments and trends in the fields of marketing, communications and public relations in the interest of the Group, to innovate our brand/image.

Qualifications:

Required:

- ◆ Master's degree in Public Relations and/or Marketing.
- ◆ Demonstrated skills, knowledge and experience in the design and execution of marketing, communication and public relations activities, and social media.
- ◆ Strong creative, strategic, analytical, organizational and personal sales skills.
- ◆ Demonstrated successful experience writing press releases and public speaking.
- ◆ Experience overseeing the design and production of print materials and publications.
- ◆ Computer literacy in word processing, data base management and page layout.
- ◆ Commitment to working with shared leadership and in cross-functional teams.
- ◆ Strong oral and written communication skills.
- ◆ Ability to manage multiple projects at a time.

Others:

- ◆ Minimum of 5 years' experience in marketing, communication or public relations.
- ◆ Additionally background in a related field is desirable - e.g. business administration, journalism, graphic design, etc.
- ◆ Experience in the construction/real estate industry.

This excellent opportunity is ideal for a candidate looking to enhance their proven career choice by representing the JADA Group of Companies, and working with stakeholders of all levels. This is a varied role with lots of scope for development during an exciting time in our organization.

Suitably qualified persons are asked to submit their resume to:

The Human Resources Manager
JADA Group Spring Hall, St. Lucy
BB27057 Barbados
or
careers@jadagroup.com

Only those applicants short-listed for an interview will be acknowledged.



VACANCY

We are looking to engage the services of a
Freelance Graphic Artist

who is competent in the use of CorelDraw and Adobe Illustrator vector design software as well as Adobe Photoshop image editing software.

Experience in designing and producing graphics for the web as well as creating webpages using HTML, PHP, CSS, Flash and Fireworks would be an asset.

Apply by email to:
robert@funnsunpublishing.com
with a current passport size photograph

Only suitable applicants will be acknowledged

Junior Web Developer

Moore Paragon (Caribbean) Ltd is seeking a Junior Web Developer. If you love programming and are looking for an excellent career opportunity this is it. Knowledge in HTML, JavaScript, .NET or SQL would be an asset. Send resume to warren.c.conliffe@rrd.com or call 429-6762 Ext 2241.

Member Comments on BUZZ

The editors appreciate the comments which we have been receiving from members regarding the Chapter newsletter:

Thanks for Buzz. **Cleveland.**

Loving the newsletter. **Ayesha.**

Thanks again for our 'August Buzz'. Even without a meeting we are informed. - **Jackie.**

Please keep those e-mails coming; we love to hear from you.

Google Group

We've set up a Google Group to facilitate sharing and discussion within the chapter. If you haven't yet responded to the invitation to join and are interested, please contact Sharon Marshall at sharon.milagro@gmail.com.

Want to feel more of a part of your professional organisation?

Got a communications issue that you could use another opinion on?

Someone in the chapter might have been there and done that. And the good news is, they're only an e-mail away.

All you'll need to do is send an e-mail to barbados-iabc-chapter@googlegroups.com.

Be Heard!

IABC Barbados BUZZ

Got news that you want to share with the chapter in BUZZ? articles? photographs?

Then please contact us:

sharon.milagro@gmail.com
renmohammed@deloitte.com