

THE NATIONAL INSURANCE BOARD

VACANCY NOTICE



SENIOR MANAGER (PUBLIC AFFAIRS AND COMMUNICATIONS) PUBLIC AFFAIRS & COMMUNICATIONS DEPARTMENT

Applications are invited from suitably qualified candidates for the position of **Senior Manager (Public Affairs and Communications)**, **Public Affairs & Communications Department**.

Job Summary

Reporting to the Director of National Insurance, the Senior Manager, Public Affairs & Communications is responsible for managing and coordinating the full range of the National Insurance Board's (NIB) communications, media, and public relations activities. The Senior Manager supports the Director in promoting transparency, service excellence, and stakeholder engagement through effective internal and external communication channels.

Responsibilities

- Develop and implement an integrated communications and public affairs strategy aligned with NIB's mission, vision, and strategic priorities.
- Serve as chief advisor to the Director on all matters related to public perception, crisis communication, and stakeholder engagement.
- Lead the design and execution of public education campaigns on national insurance policies, reforms, and benefits.
- Demonstrated capacity to prepare, develop and effectively present public presentations for or on behalf of the National Insurance Board.
- Provide direction on brand positioning and institutional storytelling to strengthen NIB's reputation as a trusted national institution.
- Act as principal liaison with the media, ensuring consistent and professional responses to press inquiries.
- Monitor and manage media coverage, analyzing sentiment and developing proactive strategies to address misinformation.
- Supervise management of NIB's website, social media platforms, and digital communication channels.
- Ensure digital content reflects institutional standards and provides clear, accurate, and timely information to the public.
- Manage advertising campaigns, marketing materials, and stakeholder outreach efforts.
- Ensure that all corporate imagery, events, and messages reinforce the organization's integrity, professionalism, and service mission.
- Draft and edit speeches, messages, and policy statements for the Director and Board Chairman.
- Oversee the production of corporate reports, newsletters, annual reports, and other official publications.
- Maintain NIB's visual identity and ensure communication products adhere to established style and tone guidelines.
- Develop and implement crisis communication protocols to manage sensitive or emergent issues.
- Serve as spokesperson or designate, ensuring rapid, fact-based responses to matters of public concern.
- Foster a culture of creativity, responsiveness, and accountability within the Public Affairs & Communications Division.
- Prepare and manage departmental budgets and ensure prudent use of resources.
- Establish performance metrics and evaluate outcomes for all communication initiatives.

Key Competencies

- Strategic communication and brand management
- Strong writing, editing, and public speaking skills
- Executive presence and sound political judgment
- Leadership and team development
- Media relations and crisis communication expertise
- Digital communication and analytics proficiency
- Stakeholder engagement and cross-functional collaboration

Qualifications and Requirements

- Bachelor's Degree in Communications, Public Relations, Journalism or Marketing from an accredited University or College (Master's Degree preferred) **OR** a minimum of 10 years of progressively responsible experience in corporate communications or public affairs, with at least 5 years in a senior leadership role.
- Demonstrated experience managing media, digital platforms, and brand reputation at an institutional or national level.
- Proven ability to interface with executive leadership, government officials, and media stakeholders with discretion and professionalism.
- Exceptional written and oral communications skills.

Application

Interested persons may apply by submitting, a completed application form, along with the necessary proof of qualifications to:

Attn: Human Resources Department
Via Email: Apply@nib-bahamas.com
The National Insurance Board
Clifford Darling Complex
Nassau, Bahamas

Issue Date: October 29, 2025

Application Deadline: October 31, 2025