

We're HIRING!



BARBADOS MEDICINAL
CANNABIS LICENSING
AUTHORITY

Digital Media & Communications Officer

The Digital Media & Communications Officer will be under the direct supervision of the Communications & Public Education Specialist and will be responsible for supporting public engagements, content creation & Social Media Marketing. Relevant guidance and training will be provided as needed.

Public Engagement

- Prepare and distribute company-related communications, including brochures, posters and newsletters
- Educate stakeholders of the Authority's rules and regulations as well as opportunities and accomplishments within the medicinal cannabis industry
- Keep abreast of regulatory developments outside of the company as well as evolving best practices in advertising via various social media channels
- Offer creative recommendations to enhance BMCLA public engagement protocols and procedures
- Maintain and expand existing partnerships for the hosting of events, including meetings and conferences
- Build public awareness of the BMCLA brand on social media platforms to advance the medicinal cannabis industry and the Authority





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- Assist with the development and implement annual communication strategies
- Maintain the Authority's brand standards
- Monitor media coverage and prepare media summaries
- Assist with the coordination of media interviews and press conferences
- Manage photography and multimedia archives
- Monitor misinformation relating to medicinal cannabis and recommend appropriate responses
- Maintain stakeholder mailing lists and digital engagement databases

Content Creation and Social Media Monitoring

- Manage and maintain daily social media accounts
- Track performance metrics and generate analytics reports
- Assist with campaign execution and digital promotions
- Design visually appealing graphics using tools like Canva or Adobe Creative Suite
- Edit short-form videos for Reels, TikTok, and YouTube Shorts



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Content Creation and Social Media Monitoring

- Plan social content and maintain the content calendar, ensuring social media channels are relevant and engaging
- Research and present key social media developments, digital trends, and highlight emerging talents/influencers
- Coordinate community management to grow and drive virtual conversations and conversions
- Assist with writing press releases, content for education, and documents to be published

Reporting Requirementst :

Generate and administer surveys on key areas of the medicinal cannabis industry, including trends, risks and improvement opportunities. Develop monthly reports providing social media analytics, including number of users, etc. Perform and carry out any other related duties as deemed necessary for the effective and efficient operations of the Authority.



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Academic Qualifications

- A minimum of four CXC/CSEC subjects, including English Language.
- An associate degree in Marketing Communications, Public Relations, Journalism, Digital Media, Graphic Design, Business Administration or a related discipline.
- A Bachelor's Degree in any of the above disciplines would be considered an asset.
- Professional certification in Digital Marketing, Social Media Marketing, Google Analytics, Google Ads, Meta Blueprint, Hootsuite, HubSpot, Canva, Adobe Creative Suite or similar would be an asset.
- Minimum of three (3) years' relevant experience in digital communications, public relations, marketing or stakeholder engagement.



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Skills and Competencies:

- Ability to think creatively and to share ideas.
- Excellent oral, written and visual communication skills.
- Experience in researching, writing and editing various publications.
Competency in managing media relations
- Strong interpersonal skills, including but not limited to the ability to work under pressure with restrictive timelines and to establish and maintain effective working relationships with people.
- Proficiency in the use of computers and Microsoft Office Suite software.
- Strong public speaking and time management skills.
- Decision-making: You are expected to make decisions daily, addressing the best way to handle specific tasks and liaise with your supervisor for guidance as required.
- Ethics is a core function of the Digital Media and Communications Officer's role, and you are expected to adhere to and enforce all ethical principles in relation to our industry and the functionality of the Authority.

Be sure to email your cover letter and resume to scox@bmcla.bb by August 4th, 2026.

**Looking for
a great
opportunity?**

