



Cave Shepherd Card (Barbados) Inc.

Role Profile

Role Title:	DIGITAL MARKETING SPECIALIST
Reporting To:	MARKETING MANAGER
Role Purpose:	The role of the Digital Marketing Specialist is to support the continued growth of the Payce Digital brand through innovative growth strategies implemented by digital marketing and social media management. This position requires a highly creative and detail-oriented individual with the ability to lead content creation processes from conceptualization to implementation across the brand’s digital channels. The role will focus on enhancing the overall customer experience through digital touchpoints with a focus on acquisition, usage, loyalty and retention related activities.

<i>Key Accountabilities</i>	<i>Key Elements</i>
DIGITAL MARKETING	▪ Oversee the creation of digital marketing elements in conjunction with relevant agencies to produce effective display advertising inclusive of web, splash screens SEO, google ads, in-app ads, website, landing pages and video content. ▪ Manage relationships with creative partners, including agencies, videographers, photographers, brand ambassadors, social media influencers and content creators. ▪ Own the digital content development process inclusive of writing, reviewing and editing scripts and creative briefs for usage by brand ambassadors, content creators and social media influencers. ▪ Design, record, edit and implement video content for campaign and social media activity. ▪ Liaise with web agency to manage updates to web content, uploads of new campaigns/promotions, creation of landing pages, loyalty partners, new partnerships, CSR initiatives and organization news. ▪ Manage the email management portal and ensure timely release of campaign specific communication inclusive of revitalization emails, quarterly newsletters, campaign specific creatives and time sensitive promotions.
SOCIAL MEDIA MANAGEMENT	▪ Lead the creative strategy for social media by working closely with agency partners to ensure digital content across all Social Platforms are relevant and consistent with brand direction and customer experience strategy. ▪ Coordinate and maintain oversight of the monthly content calendar to ensure timely planning, approvals, publishing of content and consistency with the Payce Digital Brand. ▪ Design and implement social media promotions and events by working closely with the Agency to ensure continuous engagement. ▪ Plan and coordinate the execution of Team engagement content across relevant digital channels. ▪ Lead the liaison with Brand Ambassadors, Social Media Influencers and Content Creators to develop and execute targeted social content and activities to support identified social KPIs.
CUSTOMER EXPERIENCE	▪ Support the Marketing & Business Development Team with the brand development strategy, designed to enhance the overall customer experience and positioning of the business.
EVENTS MANAGEMENT	▪ Liaise with the Marketing Officer to ensure that digital requirements linked to the Payce Digital Brand standards are effectively executed onsite via the dedicated Promotions Team.
COMMUNICATION	▪ Effectively trigger relevant Cardholder updates and service announcements via digital channels as required.
RESEARCH	▪ Monitor digital and social media trends and identify relevant content opportunities for brand engagement, while tracking customer segments.
ADMINISTRATIVE	▪ Work closely with the Marketing Manager and Marketing Officer to ensure brand consistency across multiple customer touchpoints. ▪ Act as a Brand Ambassador for Payce Digital Marketing by maintaining good relationships with other departments and business partners. ▪ Regularly monitor performance of digital marketing effectiveness, data integrity and progress reports. ▪ Analyze paid media campaigns, identifying opportunities for improvement

	through the customer journey.
KEY COMPETENCIES	▪ Effective verbal and written communication skills ▪ The ability to manage time and effectively plan, prioritize and fulfil work deadlines ▪ Good interpersonal skills with the ability to work effectively with persons from diverse backgrounds. ▪ Ability to implement marketing mindset strategies from conceptualization to implementation. ▪ Proven track record in planning, managing and implementing social media campaigns in addition to utilizing analytics for decision making. ▪ Knowledge of photography, videography, production and editing ▪ Proven passion and demonstrated ability for using social media tools including Facebook, Instagram, YouTube, X and TikTok.
CRITICAL BEHAVIOURS	▪ Strong creative, idea creation and communication skills ▪ Effective Time Management ▪ Excellent Customer Service and Team Building Skills ▪ Ability to work independently and collaboratively in a Team setting
QUALIFICATIONS	▪ More than Two (2) years experience: Proven experience in Digital Marketing, Content Management Systems, Social Media Marketing, Website Management and Search Engine Marketing. ▪ Bachelor's Degree in Marketing, Communications, Business Management, Digital Media or related field would be an asset.

All applications must be submitted by Wednesday, October 21, 2026 to humanresources@caveshepherd.com and only shortlisted candidates will be contacted.