



# Opportunity Profile

**Chief Marketing Officer**



November 2018

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## Chief Marketing Officer

### Invest Puerto Rico, Inc.

Invest Puerto Rico (IPR) is a non-profit organization created by the Government of Puerto Rico via Law 13-2017 with the mission of promoting Puerto Rico as a competitive investment jurisdiction to attract new business and external capital to the Island. The entity's Board of Directors is composed of three members from the public sector and eight members from the private sector. IPR is presently in the start-up phase and is in the process of developing its organization and operations. As such, IPR is an entrepreneurial organization with a limited number of staff who are both innovators and self-starters working collaboratively to ensure that the organization fulfills its important mission of promoting Puerto Rico as a destination for new business and investment.

### Chief Marketing Officer

The Chief Marketing Officer (CMO) will work with IPR leadership to develop and maintain a distinctive and cohesive brand for IPR and the attraction of investment to Puerto Rico. The position reports to the Chief Operating Officer (COO). Broad responsibilities include developing, refining, and delivering a branding and promotion strategy including campaigns across multiple relevant media channels, organizing and executing events, and managing a workforce to enable these efforts.

### The Person

#### KNOWLEDGE AND EXPERIENCE

##### Marketing

- Working closely with the IPR Chief of Business Development and Investor Support to:
  - Develop, refine, and execute a marketing, branding, and communications strategy that supports IPR brand development and lead generation;
  - Develop tailored value propositions for target industries and lead generation activities; and
  - Plan relevant local events for target audiences;
- Working closely with and managing public relations (PR) staff and/or contractors to ensure that communications and PR strategy is aligned with IPR strategy and is implemented effectively.
- Building and maintaining productive relationships with local, regional, national, and international media and business leaders;
- Serving as the media liaison and first point of contact for media sources seeking information about IPR;



San Juan, Puerto Rico

#### APPLICATION PROCESS

For consideration, please submit letter of interest and résumé Jorgenson Consulting, Inc. at [InvestPR-CMO@jci-inc.net](mailto:InvestPR-CMO@jci-inc.net)  
[www.jci-inc.net](http://www.jci-inc.net)

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- Managing and supporting, including providing ongoing performance feedback and coaching to, a team of content, marketing channel, communications, and event managers;
- Identifying and developing messaging campaigns or initiatives tailored to particular industry targets;
- Developing internal and external communication protocols;
- Producing, managing, and coordinating content for IPR’s external communication channels, including but not limited to: social media, website, press releases, editorials, presentations, event promotions, blogs, radio, television, etc., both on-Island and off-Island;
- Identifying relevant promotional events around the world to attend;
- Developing and producing promotional materials and collateral that can effectively deliver IPR’s message;
- Compiling, tracking, and regularly reporting on key performance metrics (KPIs) to the COO including, but not limited to, number of media impressions, number of unique website visitors, and brand awareness, etc.; and
- Ensuring IPR management and staff have the skills and confidence to deliver appropriate messages during interviews or contact with the media.

### *Budget and Coordination*

- Working closely with the Chief of Business Development & Investor Support and the Director of Finance and Administration to develop an appropriate budget and resource strategy for the planning and execution of events on-Island and off-Island;
- Cooperating and coordinating with relevant organizations (including the Puerto Rico Destination Marketing Organization [DMO], a.k.a., “Destination Puerto Rico”) and other stakeholders in Puerto Rico and around the world; and
- Other responsibilities that the IPR Board of Directors, Chief Executive Officer, or Chief Operating Officer determine to be appropriate in order to fulfill IPR’s mission and mandate.

## LEADERSHIP AND SKILLS

### *Role-specific qualifications*

- Ability to develop and refine a marketing and promotion plan to attract business and investment to Puerto Rico;
- Ability to develop marketing campaigns and initiatives across various communications channels;
- Expert knowledge of web technologies, graphic design, print processes, and other communication technologies;
- Ability to develop and monitor a budget for IPR-hosted international and local events; and
- Strong management skills including ability to lead, direct, and manage a team of marketing and communications staff.

### *General qualifications*

- A commitment and desire to have a positive impact on Puerto Rico’s economic future;
- Broad knowledge of the perception of Puerto Rico around the world: both its challenges and opportunities;
- Broad knowledge of global business trends and local Puerto Rico resources and advantages;
- Exhibit an entrepreneurial spirit and be results and solutions oriented;
- Ability to effectively and credibly communicate with leaders at the top levels of business and government;

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- Excellent written and oral communication skills;
- Detail-oriented and conscientious;
- Superior project management skills;
- Superior networking and relationship-building skills, including individuals of diverse backgrounds;
- Ability to effectively and credibly communicate with leaders at the top levels of business and government;
- Ability to proactively manage internal and external stakeholders;
- Strong conflict resolution and consensus-building skills;
- Demonstrated credibility, integrity, and sincerity; and
- Preference for bilingual skills in English and Spanish. Knowledge and fluency in other languages is also a plus.

### EDUCATION AND EXPERIENCE

- Four-year degree from an accredited institution in marketing, communications, business, or a related field;
- A minimum of 10+ years of work experience, preferably in a market and/or environment similar to that of Puerto Rico;
- Willingness to travel nationally and internationally up to 50 percent of the time;
- Willingness to relocate to Puerto Rico full-time;
- Experience at the senior management level;
- Experience in both the private and public sectors is strongly preferred;
- Proven experience developing, leading, and delivering results for brand and marketing strategies;
- Experience managing the communications with news outlets and other external media entities;
- Demonstrated success in leading and motivating others to build a collaborative and high-performance team;
- Experience leading a team that may include remote members in different time zones; and
- Experience using macroeconomic data and trends to understand opportunities and determine strategies.

### SELECTION PROCESS

Candidates for this position will be evaluated by Jorgenson Consulting. Only a limited number of the most highly qualified applicants meeting the requirements will be invited to participate in the interview process. For consideration, please submit letter of interest and résumé to Todd Jorgenson at [InvestPR-CMO@jci-inc.net](mailto:InvestPR-CMO@jci-inc.net)

### REFERENCES AND BACKGROUND INFORMATION

There will be an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of the background investigation, which may include verification of education, credit check, criminal and driving records. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.