



Lake Asphalt
“Paving the way---throughout the world”
ADVERTISEMENT

Qualified persons are encouraged to apply for the position of

MANAGER, MARKETING AND BUSINESS DEVELOPMENT - On Contract

Job Summary

The Manager, Marketing and Business Development is responsible for providing strategic leadership and direct oversight of the Company's marketing, business development, sales growth, stakeholder engagement and corporate communications functions. The incumbent will lead the development and execution of strategies to expand local, regional and international demand for Trinidad Lake Asphalt (TLA), Caribbean Asphalt and related products, while strengthening the Company's market positioning, brand reputation, stakeholder relationships and commercial performance.

The incumbent will also be assigned to lead the Corporate Communications Unit and will therefore be responsible for ensuring that the Company's image, profile, key messages, media relations, public relations, community engagement, corporate social responsibility initiatives and internal and external communications are aligned with the Company's strategic objectives and Board-approved direction.

Key Duties and Responsibilities

Strategic Marketing, Business Development and Commercial Growth:

- Lead the development, implementation and monitoring of the Company's marketing, business development and commercial growth strategies, taking account of market trends, competitive intelligence, customer needs, government policy objectives and corporate strategy.
- Develop and execute market and business plans focused on product positioning, pricing, value-added offerings, revenue generation, customer retention and expansion of local, regional and international markets.
- Lead strategies to increase local, regional and foreign market demand for TLA, Caribbean Asphalt and related products, and recommend measurable targets to support growth, profitability and sustainability.
- Actively identify and pursue new business opportunities, partnerships, strategic alliances, distribution channels and commercial arrangements to strengthen market reach and long-term competitiveness.
- Monitor external changes affecting the Company, including customer, brand, competitor, industry, trade and market developments, and recommend appropriate strategic responses.

• Market Research, Branding and Product Positioning:

- Conduct and coordinate market research, market analysis and customer intelligence to inform business decisions, product development, pricing strategies and marketing campaigns.
- Strengthen the Company's branding initiatives and value proposition in relation to TLA, asphalt products and other commercial offerings.
- Work collaboratively with Operations, Research and Technical Services, Finance and other departments to align marketing strategies with product quality, production capability, customer requirements and financial targets.
- Prepare business cases, market reports, management reports and recommendations for the Chief Executive Officer and, where required, for Board and Committee consideration.

Corporate Communications, Public Relations and Stakeholder Engagement:

- Lead the Corporate Communications Unit and provide oversight for the Company's corporate communications, media relations, public relations, internal communications and stakeholder engagement activities.
- Manage and protect the Company's image, profile and reputation in the media and across public, industry, community and stakeholder platforms.
- Develop and coordinate corporate communications, public awareness, community engagement and Corporate Social Responsibility strategies, programmes and policies.
- Oversee the preparation and delivery of press releases, media content, corporate newsletters, social media content, speeches, public statements, website and intranet updates, and other authorised communications.
- Plan, coordinate and support conferences, trade shows, press engagements, corporate events, community events and business development engagements that promote the Company's objectives.
- Build and maintain strong relationships with government stakeholders, ministries, embassies, distributors, customers, suppliers, industry bodies, media houses, public relations agencies, community partners and other relevant stakeholders.

Government, Customer and External Relations:

- Interface with relevant Government agencies, ministries, embassies, trade bodies and external stakeholders to advance the Company's commercial and strategic interests.
- Represent the Company at public, social, business, trade and industry engagements as required and authorised.
- Maintain strong relationships with customers, distributors and strategic partners to support sales growth, market intelligence, service quality and business continuity.
- Provide timely feedback to Management on customer requirements, market risks, emerging opportunities and corrective actions required to support business development.

People Leadership, Reporting and Cross-Functional Coordination:

- Provide leadership, supervision, training and development to the Marketing Team and Corporate Communications staff in accordance with the Company's human resource standards and practices.
- Coordinate cross-functional initiatives with the Strategic Leadership Team to ensure that marketing, sales, communications and business development activities support the Company's strategic plan and operational priorities.
- Promote a culture of accountability, professionalism, customer focus, ethical conduct, performance delivery and measurable results.
- Participate in relevant management, operational, safety and stakeholder meetings, and perform any other job-related duties assigned by the Chief Executive Officer or any duly authorised officer.

Health, Safety, Environmental and Compliance Leadership:

- Comply with all health, safety and environmental policies, procedures and site rules, and ensure that relevant marketing, communications and stakeholder activities reflect the Company's HSE standards and obligations.

Minimum Qualifications

- Master's Degree in Business Administration, Marketing, Management, Communications, Public Relations or a related discipline.
- Bachelor's Degree in Marketing, Business Administration, Management, Communications, Public Relations or a related discipline.
- Postgraduate qualifications or specialised training in Marketing, Business Development, Corporate Communications, Public Relations, Strategic Management, Project Management or a related field would be an asset.
- Certification or formal training in Project Management, Digital Marketing, International Business, Corporate Communications or Public Relations would be an asset.

Minimum Experience

- A minimum of ten (10) years' working experience in marketing, business development, commercial management, stakeholder relations, corporate communications or a similar environment.
- Experience in developing markets, distribution channels, strategic alliances, customer relationships and commercial opportunities locally, regionally and internationally.
- Experience in corporate communications, media relations, public relations, brand management, CSR, stakeholder engagement or public awareness campaigns would be an asset.
- Experience in a manufacturing, mining, extraction, infrastructure, construction, energy, state enterprise or government-related environment would be an asset.
- Experience operating in a unionised and safety-driven environment would be an asset.

Specific Skills, Knowledge and Competencies

- Strong knowledge of marketing strategy, business development, market research, branding, customer relationship management, sales planning and commercial performance reporting.
- Proven ability to develop distribution channels, partnerships, commercial opportunities and strategic alliances.
- Sound understanding of Government relations, policy frameworks, stakeholder management and public-sector interface requirements.
- Working knowledge of finance, procurement, budgeting, sales forecasting and performance analysis.
- Excellent negotiation, interpersonal, communication, public speaking, presentation and report-writing skills.
- Strong ability to interface with different cultures, customers, distributors, ministries, embassies, community stakeholders and industry partners.
- Proven ability to provide advice on public relations strategies, media engagement, corporate messaging and public awareness campaigns.
- Knowledge of website, intranet and digital communications management would be an asset.
- Strong organisational, analytical and time-management skills, with the ability to set priorities, take initiative, manage multiple assignments and deliver measurable results.
- High degree of professionalism, integrity, business ethics, sound judgement and confidentiality.

Profile

The ideal candidate will be strategic, commercially focused, results-oriented and capable of leading integrated marketing, business development and corporate communications initiatives during a period of operational strengthening, market expansion and sustainable transformation. The incumbent must be able to build strong relationships, identify growth opportunities, communicate effectively with diverse stakeholders and deliver measurable improvements in the Company's market presence, revenue opportunities and public image.

Applications

Cover letters, together with resumes and copies of associated qualifications, should be addressed to:

**The Human Resources Department
Lake Asphalt of Trinidad and Tobago (1978) Limited
Brighton
La Brea**

Applications may also be sent directly to: **recruitment@trinidadlakeasphalt.com**

Deadline for submission: **July 31, 2026**

We thank all applicants for their interest; however, only persons selected for an interview will be contacted.