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EXPERIENCE

MANAGER, MEDIA & COMMUNICATIONS, TRANSWAVE JAMAICA

September 2021 - August 2022

- Manages TransWave's brand, image, and presence.
- Develops, updates and implement the communications and visibility plans annually for the organisation within the framework of communication goals, objectives and target audiences via key dissemination channels to convey key messages, TransWave Jamaica's positions and achievements
- Monitors communications and media advocacy programmes using a data and feedback driven approach quarterly.
- Builds and manages relationships with key media partners, advocacy/civil society organizations and other special interest organizations to improve brand awareness.
- Coordinates coverage for the organization's various events and partner events and provide technical support where necessary.
- Develops media campaigns that focus on the needs of the community and ensure synergy with the wider communications portfolio.
- Advances TransWave's communications capacity to highlight high impact programme activities that result in fundraising and a pool of un/restricted funders.
- Works with the M&E personnel to develop mechanisms to evaluate the impact of media advocacy activities including campaigns, traditional media engagement, social media and other forms of digital media engagement.
- Prepares speeches/statements to the media/public for TransWave and its representatives
- Oversees the decision-making with the creation of IECs and publications from the communications and policy & advocacy department.
- Develops a key messaging framework to support the community online outreach programme.
- Assesses and supports the development budgets for activities.
- Monitors the procurement, spend and maintenance of communications equipment/materials
- Serve as an ambassador/spokesperson for TransWave Jamaica along with the organization's mission and priorities.
- Identifies opportunities for media & communications work and personnel to hop on to and strengthen both individual and organizational capacity around strategic communications.
- Prepares a monthly media report to track data and engagement in social, digital and traditional media.

AUGUST 2021 – NOVEMBER 2021

SOCIAL MEDIA COORDINATOR CONSULTANT, CVC

- Developed #GenderMarkers campaign workplan
- Developed #GenderMarkers content outline
- Developed #GenderMarkers social media live schedule
- Developed content copies for social media captions.
- Monitored the execution of the campaign, including providing technical support with social media lives.
- Supported the roll-out of the campaign nationally through TransWave. Increased post reach through targeted social media boosting on Instagram and Facebook platforms.

SEPTEMBER 2020 -AUGUST 2021

ASSOCIATE DIRECTOR, COMMUNICATIONS & OUTREACH, TRANSWAVE JAMAICA

- Manages the organization's brand, image, communications and outreach strategy.
- Developed the organization's Support Services Protocol (2020) to manage our outreach activities.
- Developed organization's Communications Strategic Plan and Branding Guides to guide the organization's work in media and communications with high impact.
- Measures the effectiveness of the communications and outreach initiatives through team reporting mechanisms which define monthly work activities and support TransWave's M&E Framework.
- Engages media and stakeholders through letters, press releases and statements on behalf of the organization.
- Monitors local and international media engagement with the organization and develop a catalogue of media contacts who we have engaged/plan to engage.
- Engages and monitors digital media engagement.

JANUARY 2019 – September 2020

MEDIA & COMMUNICATIONS OFFICER, TRANSWAVE JAMAICA

- Devised monthly content calendars to support the organization's growing social media presence.
- Developed the organization's Media Contacts Database.
- Engaged local and international traditional media entities by setting up interviews; maintaining engagement through media releases and our media engagement database.
- Developed 5 high impact visibility campaigns.
- Revamped the organization's website and social media presence.
- Conceptualized and created 4 quarterly newsletters with the support of the policy and advocacy team.
- Designed organization's annual and quarterly reports.
- Monitored the organization's M&E Framework.

NOVEMBER 2019 – DECEMBER 2019

SOCIAL MEDIA AMBASSADOR, TRANSWAVE JAMAICA

- Post, develop & curate content for TransWave’s social media pages
- Devise monthly content calendars.
- Track analytics through monthly social media reports.

JULY 2018 – DECEMBER 2018

SOCIAL MEDIA MANAGER, UNITED WAY OF JAMAICA

- Developed & curated content for the United Way’s social media pages.
- Devised monthly content calendars.
- Tracked analytics through monthly social media reports.
- Provided coverage of the organization’s key events including their yearly fundraising concert and annual campaign launch.

JULY 2018 – DECEMBER 2018

SOCIAL MEDIA MENTOR, EQUALITY FOR ALL FOUNDATION JAMAICA LIMITED

- Coordinated and oversaw social media activities for the South Eastern Regional Health Authority, while advising and overseeing 3 social media officers in the region (SERHA) locale.
- This was a short-term project.

EDUCATION

AUGUST 2020-PRESENT

BA Integrated Marketing Communications, UWI, Mona

NOVEMBER 2019

AA ARTS MANAGEMENT AND HUMANITIES, EDNA MANLEY COLLEGE OF THE VISUAL AND PERFORMING ARTS, KINGSTON, JAMAICA

- Event Planning & Management
- Intellectual Property
- Organizations & HR Management
- Communication Planning
- Creative & Cultural Industries
- Arts Marketing

JULY 2016

ADVANCED DIPLOMA, HUMANITIES, WOLMER’S BOYS’ SCHOOL

Placed 7th nationally in CAPE Literatures in English.

AREAS OF INTEREST

- Art & Design
- Events management & media strategies.
- Human rights
- Branding & Communications
- Public Relations

SKILLS

- Trained in the use of Adobe Photoshop & Illustrator, Canva Pro
- Videography
- Photography
- Editing
- Photo & Video Editing
- Journalism

EXTERNAL PROJECTS/ SCHOLARSHIPS/ FELLOWSHIPS

Present

ARTIST, UNITED TRANS CREATIVES

Part of a collective of trans, gender non-conforming and non-binary queer artists elevating and celebrating the excellence of being trans, black and Jamaican.

February 2020

WRITER, TRANSGRIOT

Responsible for producing two 250-500 word blog posts per month for the TRansGriot about issues affecting the Jamaican trans community. The TransGriot is an online publication dedicated to hiring, supporting, and empowering Black Trans contributors globally, building on the legacy of Monica Roberts.

OCTOBER 2019 – JULY 2020

• **VISUAL ARTS**

VISUAL ARTS FELLOW, INTERSEXTION MENTORSHIP PROJECT, JAMAICA

The 10-month project intensive mentorship is geared towards addressing the dearth of identities in Jamaica and the Caribbean by empowering young queer artists through self-exploration and professional growth and development.

APRIL 2019 – JULY 2019

VOLUNTEER, EUROPEAN VOLUNTARY SERVICE, EDINBURGH

Participated in a three-month programme of *European Voluntary Service*, fully funded through the European Commission's Erasmus+ Capacity Building in the Field of Youth Programme. Volunteered within community arts engagement activities in the City of Edinburgh through the [Edinburgh Festival Carnival](#). Managed the carnival's social media presence and web strategies.

• SCHOLARSHIPS

FALL 2020

SCHOLARSHIP RECIPIENT, FRANCES THOMPSON EDUCATION FOUNDATION (TFTEF) SCHOLARSHIP

EDUCATION GRANT RECIPIENT, TRANS WOMEN OF COLOUR COLLECTIVE (TWOCC)

SEPTEMBER 2018

SCHOLARSHIP RECIPIENT, WOLMER'S TORONTO ALUMNI SCHOLARSHIP

PAPERS/EXHIBITIONS

JANUARY 2019

COLLABORATIVE PAPER, *DOMESTIC VIOLENCE & THE LGBT COMMUNITY*, BEYOND HOMOPHOBIA, KINGSTON, JAMAICA

JANUARY 2019

PERFORMANCE, *IDENTITY, OTHERING & BELONGING (2018)*, BEYOND HOMOPHOBIA, KINGSTON, JAMAICA

AUGUST 2018

FILM PRESENTATION, ~~*BOYS WILL BE BOYS*~~ (2018), PRIDE 2018 CONFERENCE, KINGSTON, JAMAICA

LANGUAGES

ENGLISH

MOTHER LANGUAGE

SPANISH

- ADVANCED READING COMPETENCY
- INTERMEDIATE SPEAKING COMPETENCY

REFERENCES

RENAE GREEN, EXECUTIVE DIRECTOR, TRANSWAVE JAMAICA

876-370-0937 | renae@transwaveja.org

CAPRECE MCCLEARY, HEAD OF ENGLISH DEPARTMENT, WOLMER'S BOYS' SCHOOL

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