



## **CITIZENSHIP BY INVESTMENT UNIT**

1<sup>st</sup> Floor, Ministry of Finance Building, P.O. Box 597, Golden Rock, St Kitts, St Kitts and Nevis, West Indies

### **CHIEF MARKETING OFFICER**

The Chief Marketing Officer (CMO) will drive the development and execution of CIU's marketing strategy, aiming to generate sustainable revenue growth and maximise profitability. This role involves overseeing brand management, commercial leadership, public relations, marketing communications, and financial oversight to enhance CIU's position as a premier provider of citizenship by investment services.

#### **Duties & responsibilities**

- Marketing strategy - Lead the development and implementation of integrated marketing strategy for CIU, including collaboration with SKIPA to ensure consistency of approach and message.
- Brand management - Preserve the integrity of the CIU brand, ensuring that all activities are aligned to its overarching brand values and serve to enhance the reputation as a leading provider of CBI services.
- Commercial leadership - Develop innovative strategies for identifying and capitalising upon opportunities to grow the business through streamlining approach to targeting existing markets, entry into new markets and identification of new segments.
- PR - Work alongside the CEO to represent the CIU globally to maintain its positioning and preserve its reputation as the premier citizenship by investment unit globally.
- Marketing communications - Develop an integrated approach to marketing across the CIU, with responsibility for ensuring a consistency of message and tone across all client touch points, including in person interactions, print and digital.
- Agency management - Manage key stakeholder relationships in order to monitor performance and ensure SLAs are being met and that all activities are delivered to the highest standards.
- Financial management - Collaborate with the CFO to set clear financial targets and implement best practice governance protocols for effective monitoring and control.
- Customer experience - Map customer journey and evaluate end to end customer experience in order to identify and implement opportunities for improvement.
- CIU foundation - Manage the development of the CIU's foundation set up to strategically invest in programmes of national significance to the federation.
- Achieve and exceed key performance indicators (KPIs) set by Board of Governors.



## **CITIZENSHIP BY INVESTMENT UNIT**

1<sup>st</sup> Floor, Ministry of Finance Building, P.O. Box 597, Golden Rock, St Kitts, St Kitts and Nevis, West Indies

### **Qualifications & experience**

- 15+ years of experience including at senior leadership level in a strategic marketing or commercial role.
- Post-graduate degree - preferably in finance related subjects.
- Investment management experience and qualifications (e.g. CFA, CISI).
- Experience working globally with a focus on cross cultural network building.
- Experienced in handling confidential information sensitively. Understanding of global financial markets and regulatory framework, including best practice AML and KYC guidelines.
- Understanding of financial risk and compliance regime.
- Experience marketing to ultra/high net worth individuals, sovereign wealth funds and private offices.
- Strong leadership capabilities with a track record of achieving ambitious growth targets.
- Proven track record in developing compelling propositions to win new business and meet ambitious growth targets.
- Experience in motivating and leading teams.
- Board experience desired but not essential.

### **Person specification**

This role would suit a person who possesses the following attributes:

- Ambitious with a can-do attitude and strong stakeholder management ability.
- Personal drive, resilience and energy to ensure the commercial success of CIU.
- Growth mindset with strong problem-solving ability and track record in effecting transformational change.
- Leads by example in promoting cross-organisational collaboration and team spirit.
- People person with outstanding interpersonal skills and ability to forge relationships quickly.
- Cultural sensitivity and an ability to work comfortably cross-border.
- Global perspective underpinned by local SKN knowledge.
- Existing global network with relationships in key target markets e.g. EMEA.
- Confident public speaker with demonstrable experience in communicating with impact.

### **To Apply**

Please submit your CV and a cover letter attention:



**SK&N**  
St Kitts & Nevis  
CITIZENSHIP BY INVESTMENT

## **CITIZENSHIP BY INVESTMENT UNIT**

1<sup>st</sup> Floor, Ministry of Finance Building, P.O. Box 597, Golden Rock, St Kitts, St Kitts and Nevis, West Indies

Attention: The Board of Governors of Citizenship By Investment

P.O. Box 597  
1st Floor Ministry of Finance Building  
Golden Rock  
St Kitts, West Indies

### **Online Applications:**

Email: [boardofgovernors@sknciu.com](mailto:boardofgovernors@sknciu.com)