

SENIOR MANAGER - COMMUNICATIONS

THE ECONOMIC DEVELOPMENT BOARD (EDB)

The Economic Development Board (EDB) is the Government of Mauritius' apex institution responsible for:

- Investment promotion, export promotion, and business facilitation;
- Positioning Mauritius as an international financial centre and business hub;
- Supporting structural reforms that improve the business environment.

POSITION OVERVIEW

The Senior Manager - Communications is responsible for developing and implementing EDB's corporate communication, media relations, digital communication and reputation - management strategy.

QUALIFICATIONS & EXPERIENCE

- Masters degree with at least 10 years' experience in relevant field of work and at least 4 years' experience at management level
- Or
- Bachelors' degree with at least 12 years relevant work experience and at least 6 years' experience at management level.
- Demonstrated experience in corporate communication, media relations, digital communication and reputation management.
- Excellent command of English and French

KEY RESPONSIBILITIES

COMMUNICATION STRATEGY

- Develop and implement EDB's integrated communication strategy in line with its mandate and corporate objectives.
- Prepare annual communication plans, budgets, campaigns and performance indicators.
- Translate EDB's strategic priorities into clear messages for different audiences.
- Establish guidelines governing corporate communication, media engagement, publications and digital content.
- Ensure consistency of messaging across EDB's departments, offices, platforms and campaigns.
- Advise management on communication opportunities and reputational risks.
- Monitor the effectiveness of communication activities and adjust the strategy as required.

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KEY RESPONSIBILITIES (CONT)

CORPORATE COMMUNICATION

- Manage EDB's corporate identity and ensure its consistent application.
- Ensure that communication materials are accurate, professional and aligned with EDB's strategic positioning.
- Coordinate the communication of EDB initiatives, programmes, reforms, achievements and investment projects.

INVESTMENT AND EXPORT PROMOTION COMMUNICATION

- Develop communication campaigns that promote Mauritius as an investment and business destination, with the support of directorates.
- Adapt communication to priority markets, sectors and investor audiences.
- Measure the reach, engagement and lead-generation impact of promotional campaigns.

MEDIA RELATIONS

- Serve as EDB's principal coordinator for media relations.
- Prepare press releases, media statements, briefing notes, opinion articles and responses to enquiries.
- Monitor media coverage through appropriate channels.

DIGITAL COMMUNICATION

- Lead EDB's website, social-media and digital-content strategy.
- Ensure that online information is accurate, current, accessible and user-focused.
- Monitor website traffic, audience growth, engagement and campaign conversions.

CORE COMPETENCIES

- Media and stakeholder relations
- Digital communication and content strategy
- Diplomacy, discretion and sound judgement
- Strong interpersonal and influencing skills
- Results orientation and accountability

MODE OF APPLICATION

Interested candidates are invited:

👉 To submit their applications with a copy of their Curriculum Vitae to <https://events.investmauritius.org:2053/recruitment/login.jsf> at latest by **Monday 26 October 2026**. Applications received after the closing date will not be considered.

Only the best qualified candidates will be convened for interview.

EDB reserves the right not to make any appointment following this advertisement.