



When you visit the Barbados Museum & Historical Society you may or may not get the opportunity to see its marketing officer, Christine Skeete.

Christine – who conducts group tours from time to time – works mainly behind the scenes, to ensure that all visitors to the museum are happy with the services rendered, and that the museum remains in the forefront.

Skeete, who admits to loving her job, joined the staff of the Barbados Museum three years ago.

Educated at Queen's College, she left for Victoria, Canada, on a full scholarship programme to represent Barbados at the United World College. On completion of the International Baccalaureate, which is equivalent to A'Levels there, she returned home and worked as a receptionist at the Barbados Tourism Authority (BTA) for one year.

Soon after, Christine again packed her bags and headed this time to Emerson College, Boston, United States of America, to complete a Bachelors in International Communications. While there she worked with Catholic Charities and in the editorial department of Houghton Mifflin, a publishing firm.

As part of her studies for her bachelor's, Christine returned home yet again, and took up a stint in the public relations department of the Barbados Tourism Authority.

On completion of her studies, she worked for two years with the Community Tourism Foundation as a development officer.

In 2004 she left the island again, this time to complete her MBA in Marketing. She returned a year later to take up another short-term contract, this time at Barbados Conference Services. After three months there, she joined the staff of the Barbados Museum and Historical Society.

In her role as marketing officer, Christine's hands are full.

"I basically coordinate all the marketing and public relations activities for the museum," she explains.

"This includes seeing after all advertising bookings, and deciding on the publications or websites in which we should advertise."

Christine also works closely with the BTA to ensure the museum is involved in some of that organisation's promotions, such as the Best of Barbados and

• **Continued  
on next  
page.**

# Putting our history on the map

**CHRISTINE SKEETE** marketing officer,  
Barbados Museum & Historical Society. (RC)



• **From Page 12.**

Barbados VIP Card programmes.

Among its many functions, her job also entails obtaining feedback from both locals and visitors to the museum.

"I monitor the "comments books" and design surveys to ensure we are properly servicing visitors," Christine adds.

She also produces and oversees the production of a newsletter for museum members, an annual journal for the public, and is in charge of the museum's website.

"Whatever we do must be closely tied to our mission, which is to educate the public and to make sure that the public has access to information on Barbados' history," says the 32-year-old.

Christine recognises that there are some constraints.

"Our main constraint is that we have very limited funds, so it is difficult to market as aggressively as we would like. Ideally, we cannot offer all the programmes we would like to offer, but we try to be as creative as possible."

Christine, who has always worked in the arts and culture fields – both at home and abroad – explains that she always wanted to be in a place where she could interact with people from different

backgrounds. Her working knowledge of French, Spanish, and a little German, helps her to communicate with a wide cross section of people.

In her marketing strategies she works closely with key tourism partners, such as tour companies, hoteliers and the BTA, to help market the museum. As the public relations officer for the Barbados National Committee of International Council of Museums, she looks forward to working closely with the Ministry of Tourism and the BTA to enhance the island's heritage tourism product and marketing.

Christine loves her job and is happy to give of her expertise to this 76-year-old institution. Of course, there are highlights of her job which she thoroughly enjoys.

"Typically the best part of my job is writing – being able to compile the newsletter for museum members, designing the website, writing press releases and articles. My job is a good combination of my previous years in tourism and the non-profit sector," she discloses.

Undoubtedly, Christine has found her niche and will continue to play her part in putting the Barbados Museum and Historical Society in the spotlight.



**CHRISTINE occasionally conducts tours at the museum. (RC)**



**UNDOUBTEDLY, Christine's favourite part of her job is writing. (RC)**



# SANDCASTLE

Contemporary Caribbean Living has finally arrived



## Sandcastle Development

46 Luxury condominiums set in a mature residential south coast neighborhood overlooking the picturesque Long Beach.

- 2 & 3 Bedroom Units
- Amazing Ocean Views
- A Short Walk To Long Beach
- Spectacular Roof Decks
- A Full Suite of Smart Technology Conveniences
- 1 Year Golf Membership at The Barbados Golf Club
- A Short Distance Away from South Coast Shopping, Dining and Night Life
- Outstanding Value
- First Units Available Winter 2008
- Sales Office Open



Another fine home for modern living by Caribbean Lifestyles

T (246) 428 - 3554 / 421 - 7832 [www.caribbean-lifestyles.com](http://www.caribbean-lifestyles.com) [info@caribbean-lifestyles.com](mailto:info@caribbean-lifestyles.com)

**CARIBBEAN LIFESTYLES LTD**  
Fine Homes for Modern Living