



EMPLOYMENT OPPORTUNITY

The Coastal Zone Management Authority and Institute (CZMAI) is seeking a dynamic and experienced individual for the post of *MARKETING OFFICER*

Summary of Position:

The Marketing Officer will be responsible for developing and implementing strategic marketing and business plans, sales management for technical and non-technical services and marketing communications for CZMAI's Sport Fishing and Goff's Caye Managed Area Programs, as well as related marketing aspects of CZMAI's other programs and projects. The Marketing Officer will be supervised by, and will report directly to, CZMAI's Finance and Operations Manager.

Duties and Responsibilities:

- 1) Develop and implement strategic marketing, sales management and product/service development plans to meet sales targets for Sport Fishing and Goffs Caye Managed Area Programs as well as other CZMAI Programs as required;
- 2) Maximize marketing campaigns through the preparation of communication materials that shall include, but not be limited to, advertisements and promotions that utilise print, online and social media, direct mail, and other innovative communication and marketing tools;
- 3) Develop work plans, and prepare progress reports, to assist with evaluating the performance of the programmatic strategic marketing and sales plans;
- 4) Ensure effective control of marketing/sales results, and take corrective action to guarantee that achievement of marketing/sales objectives falls within designated budgets;
- 5) Establish and maintain relationships with existing key industry influencers and stakeholders, as well as identify new strategic partnerships;
- 6) Assist with the marketing, development and delivery of existing technical and non-technical services, and identify opportunities and strategies for new products and/or services;
- 7) Attend all relevant marketing events to promote CZMAI's products and services, and actively seek new marketing fora and opportunities;

- 8) Develop and prepare all communication materials associated with marketing and service/product development for CZMAI's Programs;
- 9) Prepare monthly sales report showing sales volume, potential sales, and areas of proposed client base expansion for Sport Fishing, Goff's Caye Managed Area Programs and other relevant CZMAI Programs
- 10) Undertake any other related duties that are consistent with the role of Marketing Officer, and which supports the objectives of CZMAI

Required Qualifications and Experience:

- Minimum of a Bachelor's Degree in Marketing, Business Administration, or other closely related field.
- Demonstrated excellence in verbal and written communication skills.
- Proficiency with computers and relevant software (i.e. Microsoft Office, Graphics and Web Design)
- Must be a quick learner and exude a profound willingness to learn.
- Excellent organizational and time management skills.
- Team player, flexible and ability to pay attention to detail.

Work Environment:

The Marketing Officer will be based at the CZMAI office in Belize City. However, when necessary, he/she will be required to work/travel to different parts of the country.

Salary:

Salary will be based on qualification and experience.

Submission of Application:

Qualified and interested persons should submit a Letter of Application, Resume or Curriculum Vitae, Official Transcripts, Contact Details for Two (2) Referees, and a recent Police Record (i.e. within the past six months).

Incomplete applications or applications not meeting the requirements stated above **WILL NOT** be accepted.

Printed copies of application packages must be submitted in TRIPLICATE to the address below by ***Friday February 14, 2020 at 4:00 p.m.***

Chief Executive Officer
Coastal Zone Management Authority and Institute
Princess Margaret Drive, P.O. Box 1884
Belize City, Belize