



EMPLOYMENT OPPORTUNITY:

COMMUNICATIONS & PUBLIC RELATIONS OFFICER

Background:

In November 2021, the Government of Belize (GoB) and The Nature Conservancy (TNC) signed a “blue bond” debt conversion agreement enabling the country to reduce its debt burden and increase its investment in marine conservation. Key milestones including the development, approval, and implementation of a Marine Spatial Plan (MSP) have been outlined in the Conservation Commitments under the Conservation Funding Agreement (CFA). On the 19th of October 2022, Belize’s MSP process was officially launched by the Government of Belize, marking the achievement of Milestone 3 under the CFA. The “Belize Sustainable Ocean Plan” (BSOP) was unveiled at the launch event as the name for Belize’s MSP, which was selected by the public through an open voting process.

The Coastal Zone Management Authority and Institute (CZMAI), under the Ministry of Blue Economy and Civil Aviation, has been designated as the government’s lead agency for the Marine Spatial Plan (MSP) process with funding support from the Belize Fund for a Sustainable Future (BFSF).

As part of this exciting initiative, a suitably qualified **Communications and Public Relations Officer** (CPRO) is being recruited to provide the day-to-day communications support and awareness for the MSP process in Belize

Summary of Position:

The Communications and Public Relations Officer will be responsible for providing overall and day-to-day communications and media support for the MSP process. He/she will report to the MSP Process Lead, and will provide support to the MSP Coordinator, the MSP Core Team, TNC’s Stakeholder Engagement Specialist in formulating and implementing communications and media strategies to increase the understanding and awareness of the MSP process and outputs with the media and the public. This is a contractual position, subject to renewal based on satisfactory performance and funding availability.

Key Duties and Responsibilities:

Communications, Information and Knowledge Sharing

- Formulate and implement the communications, and media strategies to build and maintain the awareness of the MSP process and outputs as well as to provide updates and achievements.
- Write and distribute content to promote the MSP brand and activities related to engagement, awareness building and education. He/she will be the liaison between the MSP team, the public and the media to ensure that the MSP process is participatory and inclusive, and stakeholder engagement is continuous.
- Develop a style guide identity for all communications on the Belize Sustainable Ocean Plan (BSOP) to ensure consistent formats for publications and communication products.



- Support the development and dissemination of MSP outputs on websites and social media platforms maintained by CZMAI.
- Coordinate the delivery of communications products according to the communications plan, in a timely and effective manner and on budget, keeping documents, systems and platforms up to date.
- Design highly engaging, user friendly and evidence-based communications materials (posters, brochures, newsletters, hoardings, audio visuals, films, mobile messaging, below-the-line marketing events, etc.) using graphics software, and photography, adjusting format, style and medium for the relevant message and audience.
- Oversee design and manage the production of all communication products defined for various channels, including print, radio, and mobile by consulting with various vendors.
- Post and coordinate social media streams across all platforms (Instagram, Facebook, and LinkedIn).
- Actively cultivate the MSPs social media presence by growing the following across all platforms and supporting our many partner organisations with supportive posting.
- Maintain the website, social media, and other communications mediums, ensure they are accurate, relevant, and up to date.
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Take photos at meetings, events, etc. and maintain records of media coverage and gather analytics and metrics to measure reach.
- Conduct any duties or tasks in relation to supporting the MSP process.

Public Relations

- Participate in regular meetings (in-person and virtual) to stay abreast of organizational accomplishments and to keep the organization informed of current and upcoming public relations activities.
- Build and maintain a positive image and relationship for the MSP via means of press releases, social media and other communications means to inform the public and build awareness.
- Prepare press releases, keynote speeches and propositional materials.
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Consult with partner organizations to plan and implement media activities.
- Collaborate with other teams such as marketing to create promotional content.
- Maintain good relationships with media houses.
- Track media coverage and follow industry trends.
- Prepare and submit PR reports.

Required Qualifications and Experience:

- Bachelor's Degree in Communications, Public Relations, Journalism, Marketing, Strategic Communications, or a related field. Or a minimum of an Associates in a related field.
- At least 3 years' experience in public relations, media and/or providing support to the formulation, implementation and monitoring of internal and external communications plans and strategies.



- Junior-level experience in a large, diverse organization such as government agency, corporation and/or large non-profit organization.
- Knowledge of natural resources management, sectors, users of Belize's ocean space, and/or other related fields.
- Strong, effective communication skills for multiple audiences including communicating with the public and/or media both in writing and verbally.
- Experience in the use of computers applications and software packages (MS Word, Excel, Photoshop, etc.) as well as web-based management systems.
- Experience in the use and management of social media, website, and digital communications.
- Experience managing media relations (online, broadcast and print).
- Experience in producing multimedia communications such as videos & brochures.
- Familiarity with communication technologies and best practices.
- Knowledge and application of current and evolving trends in communications.
- Experience writing, editing and proofreading messages for targeted audiences.
- Photography skills is a plus.
- Good time management and organizational skills.
- Bilingual (Spanish) is a plus.
- Able to obtain and submit a valid permit to work in Belize, a recent Police Record and valid Driver's License prior to commencing employment, if offered the position.

Work Environment:

The Communications and Public Relations 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 qualifications and experience.

Application Procedure:

Qualified and interested persons should submit a Letter of Application, Resume or Curriculum Vitae, Copies of Academic Records, and other relevant credentials, and Contact Information for Two (2) Referees. Incomplete applications or applications not meeting the requirements stated above **WILL NOT** be accepted.

Applications can be submitted via e-mail to the address below no later than FRIDAY 6th January 2023

Coastal Zone Management Authority and Institute
Princess Margaret Drive, P.O. Box 1884
Belize City, Belize
mspcoordinator@coastalzonebelize.org
RE: Communications and Public Relations Officer Post