



TERMS OF REFERENCE

Conservation Business Director

Reporting to: Executive Director

Introduction

Ya'axché staff are expected to work cooperatively with others, demonstrate flexibility in organizing work, have good communication skills and demonstrate thoughtfulness in decision making. Staff must be non-judgmental and receptive, live up to the values of integrity, respect and professionalism while reflecting genuine concern toward both the biosphere and the communities where Ya'axché is active.

Purpose:

The **Conservation Business Director** is responsible for the oversight and overall day-to-day operations and management strengthening of Ya'axché's sustainable financing initiative. Ya'axché Institute for Conservation Education's (YICE) main objective is to generate funding for Ya'axché's critical conservation and community development work. YICE consists of Ecotourism Belize (ETB) and the Nursery. ETB provides ecotours, group experiential learning programs, transportation services, merchandises and rustic accommodations. The nursery propagates and sells local and exotic fruit and native timber seedlings. In addition, YICE incorporates the services of consultancies as a manner of generating additional flexible income for the business.

Director Position: Entry Level (Level 1)

Primary Relationships

- Supervisor: Executive Director
- Supervise: Conservation Business Manager, Marketing & Communications Officer (YICE),
- COL/PAM/SCI Directors and Teams
- Community Liaison Manager
- Core Team (Dev/Ops/Admin/Finance)
- Funders and Donors
- Board of Directors
- Belize Tourism Board
- Business Partners

Key Areas of Responsibility

- YICE Operations and Management
- YICE Communications, including media
- Business Development & Marketing Lead
- Sustainable Conservation Financing Lead
- Financial Management & Reconciliation
- Event Planning & Coordination Oversight
- YICE Staff Management Oversight
- External Business Relations Development
- Reporting

Main Duties and Responsibilities:

The Conservation Business Director is accountable for:

1. Providing overall leadership and guidance of YICE business, operations, and activities to continue strengthening the development of new sustainable conservation financing initiatives.
2. Revising and updating of Ya'axché's business plan and overseeing its implementation.
3. Providing supervision and technical support to YICE staff.
4. Overseeing the development and implementation of marketing strategies for the business, including assessing success.
5. Reconciling monthly financial records with Ya'axché's Finance Director.
6. Conducting quarterly updates and providing reports of YICE progress to Directors, YICE Team and relevant staff.
7. Providing quarterly presentation to Ya'axché's Board of Directors on the progress of YICE.
8. Developing relationships and maintaining current ones with universities, study abroad programs, experiential learning businesses, tour companies, and other agencies for consistent business growth of YICE.
9. Building and maintaining relationships with key tourism partners in Belize (BTB, BTIA, BCCI, BELTRAIDE, etc.)
10. Providing support and guidance to the Conservation Business Manager in the implementation of capacity building trainings to service providers.
11. Supporting the development team in the creation of project concepts and proposals pertinent to YICE.
12. Coordinating the implementation of consultancies relevant to YICE business development with other Directors (e.g. Business Plans).
13. Managing and implementing YICE-related projects and activities, ensuring mid-term and final reports are prepared and submitted as per donor agreements.
14. Coordinating & marketing of YICE at special annual events, festivities, and fundraising events (inclusive of international events).
15. Reviewing and approving communication materials and products developed by YICE Marketing & Communications Officer.
16. Overseeing the usage and management of YICE assets according to Ya'axché's policies and procedures handbook, (including vehicles, motorcycles, equipment, gear, etc.)
17. Regularly attending and contributing to directors, operations and project coalition meetings, as required.
18. Reviewing YICE Staff ToR's annually to ensure synergy across teams and accountability.
19. Performing any other tasks from time to time that may be requested, highlighting skills and experience.

Outcomes and Performance Indicators to be achieved by the position:

Outcomes	Performance Indicators
<p><i>1. YICE Business Management & Operations</i></p> <p>The overall management of the YICE program is effectively managed and is demonstrated through its annual performance and development of each component.</p>	<ul style="list-style-type: none">▪ Training opportunities are identified and provided to staff involved with YICE activities▪ New partnership with universities, tour companies and/or student abroad programs are researched and established▪ YICE annual target revenue is achieved (\$50,00)▪ One (1) funding opportunity per year? for investment into the business facilities is identified▪ BTB Licenses of Tour Operator and Accommodations are renewed and remain in compliance, annually▪ YICE assets are functional and well maintained
<p><i>2. Marketing and Communications</i></p> <p>YICE's products are highly recognized nationally and internationally.</p>	<ul style="list-style-type: none">▪ Marketing strategy is implemented to increase sales of products and services▪ Multiple mediums are utilized to reach national and international audiences (television and travel shows, travel guidebooks, website features, etc.)▪ The organization is marketed at national annual events/festivities (Belize Business Expo, National Agriculture and Trade Show, etc.)▪ Strong and consistent communication is maintained with existing and new business partnerships of YICE▪ Maintain a professional relationship with YICE community-based enterprises and partners
<p><i>3. Project Management</i></p> <p>Efficient management and implementation of projects and its relevant activities pertinent to YICE.</p>	<ul style="list-style-type: none">▪ 100% of YICE related project activities are completed on time▪ Mid and final project reports are developed and submitted in a timely manner
<p><i>4. Sustainable Conservation Financing Initiatives</i></p> <p>YICE is operational and is producing sustainable finance for the organization.</p>	<ul style="list-style-type: none">▪ EcoTourism Belize is providing accommodation, tours, transportation services and merchandise▪ Nursery is restocked in coordination with project and program managers and making sales on seedlings▪ All funds generated & expended through YICE are accounted for, accurately recorded and reported

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- Monthly meetings are held with Finance Director and quarterly updates are provided to the Executive Director
 - YICE accomplishments are presented to Ya'axché Board of Directors
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Place(s) of work:

- Main Office: #3 Ogaldez Street, Punta Gorda, Toledo District, Belize
- Golden Stream Field Station, Golden Stream Community, Toledo District, Belize
- Maya Golden Landscape in southern Belize

Qualifications:***Education Level, Experience, and Specific Skills:***

- Graduate Degree in business management & administration, Tourism and Hospitality, marketing, communication or related field
- 3 years' experience in the tourism or customer service industry
- Proven accounting & business management skills
- Proven leadership skills (3 years' management experience)
- Demonstrated experience and ability to lead a team
- Demonstrated discipline to execute plans
- Experience working for conservation and/or fundraising for NGO's
- Experience in managing donor relationships
- Experience working with a diverse team and cultures
- Experience in business plan development
- Experience in communications, marketing, entrepreneurship, and/or events management
- Excellent communication skills, verbally and in technical writing
- Excellent organizational ability to get work done through formal and informal channels and use resources efficiently and effectively
- Excellent interpersonal skills to build collaborative relationships and network effectively
- Detail and quality oriented; Willingness to pursue results for self and others with drive, energy, and enthusiasm
- Proficient knowledge of office administration, software and computer systems (Microsoft Office 365: Word, Excel, PowerPoint, Access)
- Proactive and future-oriented to identify priorities and focus on getting most important work completed successfully
- Strong communication skills to clearly communicate key messages and have candid conversations

Desired Qualities:

- Strong writing skills
- Familiarity with the culture and traditions in Toledo District

- Sensitivity to the needs of persons with low literacy and/or English as a Second Language (ESL) when creating written materials
- Self-motivated and able to work independently with minimal supervision
- Ability to work with a wide variety of individuals (including a multi-cultural in-house team) by using tact, diplomacy and flexibility, resolve conflict effectively
- Ability to lead organizational and institutional strengthening for community-based organizations (gender-inclusive organized groups and cooperatives)
- Ability to lead and operate as part of a team in a dynamic environment, as well as self-motivation, drive and enthusiasm to work under own initiative
- Ability to work under pressure, manage multiple tasks and allocate time effectively to meet internal and external deadlines
- Ability to think strategically, logically and to apply common sense, dependable and reliable, with a positive attitude
- Effective team player and committed to support and improve the overall work of Ya'axché
- Valid driver's license