



TERMS OF REFERENCE

Marketing & Communications Officer (YICE)

Reporting to: Conservation Business 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 **Marketing & Communications Officer** is responsible for maintaining a positive and professional image of Ya'axché Institute for Conservation Education (YICE), in accordance with the organization's Communication and Marketing Strategy. This position ensures effective and consistent communication of YICE's goals and objectives to all stakeholders, providing consistent and high-quality communication products, and supporting for the promotion of sustainable conservation financing initiatives in the Maya Golden Landscape. YICE Marketing and Communications Officer is responsible to implement marketing strategies actions for YICE as stipulated in Ya'axché Business Plan.

Officer Position: Entry Level (Level 1)

Primary Relationships

- Supervisor: Conservation Business Director
- COL/PAM/SCI Teams (including tour guides)
- Conservation Business Assistant
- Nursery Personnel
- Development Team
- Education and Liaisons Staff
- Operations Director
- Community Business Partners
- Student Groups

Key Areas of Responsibility

- External Communication of YICE through multiple channels
- Branding and visibility of YICE
- Marketing of YICE
- Technical and Logistical Support
- Event Planning and Coordination of YICE activities

Main Duties and Responsibilities:

The Marketing & Communications Officer for YICE is accountable for:

1. Acquainting to Ya'axché Business Plan and implement YICE's components.
2. Acquainting with Ya'axché's Communication & Marketing Strategy and implement YICE's components.
3. Periodically provide updates on implementation of Ya'axché's Business Plan and Communications & Marketing Strategy.
4. Managing YICE's social media platforms with consistent content development and publishing (including Facebook, Instagram, Trip Advisor, Youtube) etc. guided by an annual social marketing calendar.
5. Attend Operations and Project Coalition meetings on a regular basis and contribute to organizational operations (AOP development) as needed.
6. Leading the design and production of high-quality marketing and communication multi-media products for YICE (including leaflets, brochures, banners, videos, etc.).
7. Managing Ecotourism Belize's website by updating renewals and designing website content that is unique to its offerings and updates.
8. Contributing to the development of YICE reporting for Ya'axché's annual report.
9. Assisting in the planning and promotion of YICE at annual and/or special events such as business road shows, tourism forums, public events, and business expos, among others.
10. Assisting Conservation Business Manager to plan attractive programs and tours for potential partners and or customers.
11. Managing and developing a photo and video library for YICE activities (taking, editing, and organizing).
12. Developing and publishing blogs, articles, stories, among others for the promotion and marketing of YICE services and products and community partners (includes participating in tours and other YICE activities).
13. Maintaining professional communication with all YICE visitors, community partners, and wider stakeholders.
14. 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
1. Marketing and Communications Support The profile of YICE is raised and its products and services are highly	▪ High quality content development and efficient management of social media platforms and websites measured by predefined metrics High quality

attractive gaining local, national and international recognition.

communication, promotion, and marketing multimedia products

- Annual YICE reporting is maintained
- Annual targets for YICE communications and marketing as guided by business and communication strategies and Annual Operation Plan. (Annual Targets: at least 2 to 3 posts per week, 6 blogs/articles/stories, 1 newsletter, 1 international exposure event, 2 national annual or special events, 1 national TV show and/or radio show, 6 videos productions, and one annual website content update)

2. Management Support

Ya'axché's business arm is supported and has an elevated management performance (Achieves annual revenue target \$50K).

- YICE renews business partnerships annually with universities, study abroad programs, tour operators, among others
- Strong established relationships with community partners and renewed contract agreements
- YICE services and products are of high-quality

3. YICE Planning and Execution Support

Preparation of high-quality experiential learning tours and activities aligned to Ya'axché's Programs.

- Effective planning, coordination and execution of tours, hostings, and marketing events of YICE
- Timely logistical support and coordination with YICE team for preparation and execution of all tours and activities

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:

- Undergraduate Degree in business marketing, tourism management, business management, communications, natural resources management, or related field
- Experience in communication and business marketing is an asset
- Experience working with non-profit, non-governmental organizations, civil society organizations, and/or community organizations related to tourism, sustainable development, natural resources management, conservation, among others
- Experience in content creation and development of multimedia products

- Experience in graphic design, photo editing, and video production and editing, including use of software such as Adobe Photoshop, Lightroom, Final Cut Pro, among others
- Excellent communication skills and strong technical writing
- Excellent organizational ability to get work done through formal and informal channels and use resources efficiently and effectively
- Competent in using a digital SLR camera to take high quality photographs
- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint, Access)
- Ability to work with a wide variety of individuals (including a multicultural in-house team) by using tact, diplomacy and flexibility, resolve conflict effectively
- Ability to balance office hours with field work

Desired Qualities:

- Familiarity with the culture and traditions in Toledo District is an asset
- 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 under pressure, manage multiple tasks and allocate time effectively to meet internal and external deadlines
- Ability to 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 think strategically, logically and to apply common sense, meticulous attention to detail, dependable and reliable, with a positive attitude
- Effective team player and committed to support and improve the overall work of Ya'axché Institute for Conservation Education
- Valid driver's license