



TERMS OF REFERENCE

Marketing and Communications Manager (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 and Communications Manager** is responsible for maintaining a positive image of YICE among its guests and stakeholders, in accordance with the Communication and Marketing Strategy. This position ensures effective, consistent communication of YICE's goals and objectives to all stakeholders by providing support for the promotion of sustainable conservation financing initiatives in the Maya Golden Landscape. The Marketing and Communications Manager (YICE) strives to maintain a professional image of YICE through consistent and high-quality communication pieces.

Manager Position: Mid-Level (Level 2)

Primary Relationships

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

Key Areas of Responsibility

- Media and External Communication of YICE
- Marketing of YICE and its associated visibility
- YICE Needs
- Technical and Logistical Support
- Event Planning and Coordination of YICE activities
- Effective YICE Management Support

Main Duties and Responsibilities:

The Marketing and Communications Manager for YICE is accountable for:

1. Implementing and periodical updating of the YICE's component of the Communication & Marketing Strategy.
2. Implementing and periodical update of YICE's Marketing Plan.
3. Managing YICE's social media with consistent publishing including (Facebook, Instagram, Trip Advisor, newspapers, television, radio etc.) by developing an annual marketing calendar.
4. Attend Operations and Project Coalition meetings in a regular basis and contribute to organizational operations (AOP development) as needed.
5. Leading the design and production of high-quality marketing and communication materials for YICE (not limited to the following: leaflets, brochures, banners, videos, etc.).
6. Managing Ecotourism Belize's website by updating renewals and designing website content that is unique to its offerings and updates.
7. Contributing on the development of YICE article for the Ya'axché annual report.
8. Assisting in the planning and promotion of YICE at special events such as business road shows, tourism forums, public events, and national expos.
9. Assisting Conservation Business Director to plan attractive programs and tours for potential partners and or customers.
10. Managing and developing a photo/video library for ETB activities (taking, editing, and organizing).
11. Taking tours and participate in activities pertinent to YICE to be able to publish blogs and write articles for promotion and marketing of ETB services.
12. Maintaining professional communication with all YICE visitors and community partners.
13. Assisting the Conservation Business Director in logistical planning, coordination, and preparation for tours and YICE administrative processes.
14. Conducting research and prospecting to gain new partnerships for YICE.
15. Preparing and filing monthly tax returns to the Belize Tourism Board.
16. Assisting the Conservation Business Director in the renewal process of annual licensing with the Belize Tourism Board and insurance companies.
17. 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>1. Media and Communications</p> <p>The profile of YICE is raised and its products and services are highly attractive gaining local, national and international recognition.</p>	<ul style="list-style-type: none"> ▪ Articles are published in the national newspaper and website ▪ High quality content and management on social media and websites are maintained in high number of views ▪ High quality communication and marketing materials are produced

- Contributes to the development of YICE reports
- Annual targets for YICE media, marketing and communications are met and properly reported guided by its business-oriented strategies and AOP. (Annual targets: 6 articles, 12 travel blogs, weekly updates of website, 1 YICE website restructured, 6 news items, 2 newspaper advertisement, 1 press release, 4 exposure events, 1 international exposure event, 1 national TV show, 1 radio show, social media (156 posts on Facebook, 156 Instagram, 100 twitter, 52 trip advisor, 15 videos productions/YouTube.)

2. Management Effectiveness

Support

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

- Forms partnerships annually in any of its business components
- YICE services and products are of high-quality
- Increased capacity of YICE to manage services and products

3. YICE Activities Planning

Preparation of high-quality educational activities and tours for guaranteed guest satisfaction by complementing Ya'axché's programs used for business and tourism activities.

- Effective planning and coordination of marketing events and hosting of YICE visitors without incident (delays)
- YICE key messages are communicated effectively for the relevant event
- Logistical support and coordination for guests planning

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:

- Under-Graduate Degree in natural resources management, marketing, communication or related field
- Experience in communication, marketing and/or events management experience for sustainable conservation financing initiatives is an asset
- Experience in marketing of an NGO's business arm to promote business-oriented strategies for the promotion of sustainable conservation financing initiatives

- Experience in website management and content creation for YICE
- Experience working for conservation and/or development NGO's
- Experience in graphic design
- 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
- Competent in filmmaking, including use of Final Cut Pro or similar film editing software
- Competent in using a digital SLR camera to take high quality photographs
- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint, Access)
- Competent in Adobe Photoshop, Lightroom or similar photo editing software
- Ability to use Mailchimp software or alternative as a marketing and communications tool
- Ability to create database systems utilizing Microsoft programs or alternative
- Ability to work with a wide variety of individuals (including a multicultural in-house team) by using tact, diplomacy and flexibility, resolve conflict effectively

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 and to 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