**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 environment and the communities where Ya’axché is active.

**Purpose:**

The **Conservation Business Director** is responsible for the implementation, management, and upgrading 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. The Conservation Business Director is part of the Development Team at Ya’axché and strives to maintain professional business operation.

**Director Position:** Entry Level (Level 1)

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| **Primary Relationships** |  | **Key Areas of Responsibility** |
| * Supervisor: Executive Director * Supervise: Communication and Marketing Managers (YICE), CB Assistant, Nursery Technician * COL/PAM/SCI Directors and Teams * Community Liaison Manager * Core Team (Dev/Ops/Admin/Finance) * Existing Funders, Donors * Board Members * Belize Tourism Board * Business Partners |  | * YICE Management * Communication of YICE, including media * Business Development and Marketing * Entrepreneurship * Sustainable Conservation Financing * Financial Management & Reconciliation * Event Planning and Coordination * YICE Staff Management * External Business Relations Development * Volunteer Management |

**Main Duties and Responsibilities:**

The Conservation Business Director is accountable for:

1. Providing leadership and general guidance for all YICE affairs, operations, and activities to continue developing and upgrading the sustainable conservation financing initiative.
2. Revising and updating of YICE’s business plan and overseeing its implementation.
3. Providing supervision, relevant guidance and support to staff working under YICE.
4. Overseeing the development and implementation of marketing strategies for the business.
5. Reconciling monthly financial records with the Finance Director.
6. Conducting quarterly updates and providing reports of YICE progress to Directors and Teams.
7. Developing relationships and maintaining current ones with key study abroad university and other groups for consistent business growth.
8. Building relationships with key tourism partners in Belize.
9. Fostering community business relationships with key service providers and provide technical support to build functional community-based enterprises.
10. Supporting the development team in the creation of proposal applications pertinent to the business (incorporation of sustainable conservation financing initiatives).
11. Leading the implementation of consultancies relevant to YICE business.
12. Managing and implementing YICE-related projects activities and ensure that mid-term and final reports are prepared as per donor agreements.
13. Collaborating with Fauna & Flora International (FFI) to maximise potential investments to the business and associated enterprises.
14. Coordinating & marketing of YICE at special annual events, festivities, and fundraising events (inclusive of international events).
15. Ensuring compliance of all external communication materials with Ya’axché’s communication & marketing strategy.
16. When requested, presenting YICE business accomplishments to Ya’axché Board of Directors.
17. Assisting with the management of assets, including vehicle, to support YICE and Ya’axché’s work in the Maya Golden Landscape.
18. Administering program personnel policies and procedures consistently.
19. Regularly attending and contributing to directors and operations meetings and inclusive of project coalition meetings as project manager when the need arises.
20. Reviewing YICE Staff ToR’s annually to ensure team accountability.
21. 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:**

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| **Outcomes** | **Performance Indicators** |
| 1. ***YICE Business Management & Operations***   The overall management of the YICE program is effectively managed and is demonstrated through its annual performance and development of each component. | * Training opportunities are identified and provided to staff involved with YICE activities * New partnership for tour groups or student groups are researched and established * YICE annual target revenue is achieved * One (1) funding opportunity 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 |
| 1. ***Marketing and Communication***   YICE’s products are highly recognized nationally and internationally. | * Marketing strategy is implemented to increase sales of products * Multiple mediums are utilized to reach national and international audiences (television and travel shows, travel guidebooks, website features, etc.) * Interest in the business is increased * The organization is marketed at national events/festivities (Lobster Fest, Cacao Fest, Belize Expo etc.) and plans made for international appearance * Communication is maintained with existing and new business partnerships of YICE * Maintain a professional relationship with YICE community-based enterprises and partners |
| 1. ***Project Management***   Efficient management and implementation of projects and its relevant activities pertinent to YICE. | * Ya’axché donors satisfied with quality and professionalism of YICE business initiative and continue their funding commitment * 100% of project activities requiring YICE intervention is completed, and project reports submitted in a timely manner |
| 1. ***Sustainable Conservation Financing Initiatives***   YICE is operational and is producing sustainable finance for the organization. | * EcoTourism Belize is providing accommodation, tours, transportation services and merchandise * Nursery is restocking in coordination with project and program managers and making sales on seedlings * All funds generated & expended through YICE are accounted for and accurately recorded * 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 |

**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 or Post-Graduate Degree in business management, administration, 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:*

* Knowledge and experience in proposal/grant writing is an asset
* 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