



Ministry of Blue Economy &
Marine Conservation

EMPLOYMENT OPPORTUNITY:

The Coastal Zone Management Authority and Institute (CZMAI) is seeking a dynamic and experienced individual for the post of **COMMUNICATIONS & PUBLIC RELATIONS OFFICER**

ABOUT CZMAI:

The Coastal Zone Management Authority and Institute (CZMAI) is a statutory body duly incorporated in 1998 under the Coastal Zone Management Act, Chapter 329 of the Laws of Belize, Revised Edition 2020. CZMAI is mandated to provide sound policy advice and technical guidance to inform good governance over the utilization and planned development of Belize's coastal zone.

The CZMAI team works co-operatively with others, demonstrates flexibility in organizing work; shows a high degree of initiative, discernment and resourcefulness, have good communication skills and demonstrates thoughtfulness in decision-making.

ABOUT POSITION:

In November 2021, the Government of Belize (GoB) and The Nature Conservancy (TNC) signed a "blue bond", which is a debt conversion agreement that has enabled Belize to reduce its debt burden and increase its investment in marine conservation and ocean governance. Central to the Blue Bond Agreement is the development and implementation of a legally enforceable Marine Spatial Plan (MSP).

On October 19th 2022, Belize's MSP development process was officially launched by the Government of Belize, and CZMAI was designated as the government's lead agency for the MSP process. 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.

As part of this exciting national initiative, a suitably qualified Communications and Public Relations Officer (CPRO) is being recruited to provide overall communications support and public awareness for ongoing BSOP development process. This is a contractual position, subject to renewal based on satisfactory performance and funding availability. This position reports directly to the MSP Process Lead.

KEY AREAS OF RESPONSIBILITIES & DUTIES:

Communications, Information and Knowledge Sharing

- Formulate and implement communications, and media strategies to build and maintain awareness of the MSP process and outputs as well as to provide updates and achievements.
- Develop and disseminate content to promote the MSP brand and activities related to engagement, awareness building and education to ensure that the MSP process is participatory and inclusive, and stakeholder engagement is continuous.
- 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.



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- Oversee design and manage the production of all communication products defined for various channels, including print, radio, and mobile by consulting with various vendors.
- Maintain the BSOP website, social media, and other communication platforms to ensure information is accurate, accessible, relevant, and up to date.
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.

Public Relations

- Build and maintain a positive image and relationships for the MSP via dissemination of press releases, social media engagements and other communications means to inform the public and build awareness.
- Edit and update promotional materials and publications (brochures, videos, social media posts etc.)
- Collaborate with partner organizations to plan and implement joint media appearances and public awareness activities.
- Organize media appearances for ongoing socialization of the MSP process
- Track media coverage and follow industry trends.
- Prepare and submit PR reports.

REQUIRED QUALIFICATIONS, SKILLS AND EXPERIENCE:

Qualifications:

Minimum of Bachelor's Degree in Communications, Public Relations, Journalism, Marketing, Strategic Communications, or other closely related field from an accredited educational institution. or an Associate's Degree with a minimum of 5 years in a related field.

Experiences and Skills:

- 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
- Experience working 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.



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- Experience in the use of computers applications and software packages (MS Word, Excel, Photoshop, etc.) as well as web-based management systems (WordPress) for the production of multimedia communications such as videos & brochures.
- Experience in the use and management of social media, website, and digital communications.
- Experience managing media relations (online, broadcast and print).
- 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.

DUTY STATION:

The Communications and Public Relations Officer will be based at the CZMAI office in Belize City. However, when necessary, he/she may be required to work/travel to different parts of the country with flexible work hours and on weekends.

SALARY AND BENEFITS:

Attractive compensation and benefits package commensurate with experience and qualifications, including life and health insurance coverage.

APPLICATION PROCEDURE:

Qualified individuals interested in joining the dynamic CZMAI team as Communications and Public Relations Officer should submit the following application materials no later than **Friday, May 9th 2025**:

- Letter of Application (dated and signed);
- Recent Resume or Curriculum Vitae;
- Certified Copies of Academic Certificates, Transcripts, etc for Academic Qualifications relevant to the position;
- Portfolio of Work to demonstrate skills/experience in Relevant Communication Products;
- Two (2) recent professional references (Names and Contact Information Only)
- Copy of Recent Police Record (within last 6 months of application date); and
- Copy of Valid Belize Driver's License.

Applications can be submitted via e-mail and addressed to:

Coastal Zone Management Authority and Institute
Princess Margaret Drive, P.O. Box 1884
Belize City, Belize
E-mail: mspcoordinator@coastalzonebelize.org

RE: Communications and Public Relations Officer