



BELIZE CHAMBER OF COMMERCE AND INDUSTRY

JOB DESCRIPTION

JOB TITLE: Marketing & Public Relations Manager

REPORTS TO: Chief Executive Officer

DIVISION: CEO's Office

DUTY STATION: Belize City

Job Summary

- Use all forms of media and communication to build, maintain and manage the reputation of the BCCI and its affiliated units.
 - Coordinate the Marketing of all services and business of the BCCI;
 - Create and maintain appropriate media relations and secure targeted exposure for the organization, its projects, and key people.
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Specific Duties and Responsibilities

1. Develop a strategic marketing plan for all BCCI programs, products and services. Ensure a schedule of advertising for each activity is established for each calendar year. Ensure that the plan considers the level of investments necessary to satisfy growth objectives and meet operating margins.
2. Work with the Director for Membership Services to conduct polls, focus groups or coordinate membership-related surveys and activities. Use these responses to inform the development of related Advertising and PR plans.
3. Coordinate the advertising and public relations activities for all BCCI events including trade shows, membership programs and services, and advocacy events.
4. At least one week prior to the start of each calendar month, provide a schedule of anticipated advertising and public relations activities for the upcoming month.
5. Provide monthly performance reports detailing revenues, costs, plans, promotions, challenges, and recommendations for action to the CEO.
6. Work with the CEO and the Executive Council to improve the quality and relevancy of the marketing, advertising, and public relations effort offered by the BCCI. Periodically review and give recommendations to ensure continued viability.

- 7.** Work with the Chief Policy Analyst to research the targets and develop the advertising and Public Relations plan for proposed advocacy campaigns.
- 8.** Keep a record of all BCCI initiated public events and any media coverage of BCCI activities or key personnel.
- 9.** Write and edit approved press releases, the BCCI's newsletter, newspaper articles, and the President and CEO speeches as requested.
- 10.** Plan and host BCCI press conferences, media interviews, and community meetings and events.
- 11.** Maintain and update information on all BCCI related websites.
- 12.** Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, and annual reports. Work with outside vendors such as graphic designers, printers, and photographers to make sure all communications reflect the standards and mission of the BCCI.
- 13.** Answer inquiries from individuals, journalists, and other organizations.
- 14.** Speak at and/or represent the BCCI in public at presentations, press conferences, radio and TV interviews, or meetings as required.
- 15.** Organize special events such as open days, tours, and competitions.
- 16.** Foster community relations through recommended programs and causes and organize the BCCI's corporate social responsibility programs and sponsorships.
- 17.** Work with the Director for Membership to plan the design and media strategy for the BCCI signature trade shows.
- 18.** Develop and maintain good working relations with the media, including national newspapers, magazines, radio, and television.
- 19.** Assist with the preparation of the Marketing & PR department budget in accordance with commonly recognized budgeting procedures and techniques. Follow and monitor the approved budget.
- 20.** Set a personal example of involvement in and commitment to the goals and objectives of the portfolio and the strategic direction of the organization.
- 21.** Exhibit professional management skills in carrying out responsibilities.
- 22.** Establish a strong working relationship with the CEO, other managers and staff.
- 23.** Perform any other related duties assigned to you by the CEO for the smooth operation of the Department and the organization.

Job Requirements

1. Excellent interpersonal and communication skills, with an excellent command of the English Language both written and oral.
2. Excellent Public speaking.
3. Organization and flexibility
4. Ability to form relationships with clients
5. Proficiency in Adobe Photoshop
6. Negotiating skills
7. Confidence and discretion
8. Time-management
9. Ability to prioritize and multitask
10. Excellent computer skills, with specific proficiency in Microsoft Suite and desktop publishing software.
11. Evident leadership skills and ability to generate enthusiasm.
12. Excellent project management skills.
13. An ability to work with minimal supervision.
14. Discretion and initiative in the application of tasks and requests.
15. Self-motivated but with the ability to make good use of the experience and efforts of others.
16. An ability to be flexible and to manage change.
17. Maturity in problem-solving.

Minimum Requirements

1. An Associates Degree in Business Administration or related field with at least five (5) years experience at a senior level in Public Relations and/or Marketing in a public, private or non-profit organization.
2. A Bachelor degree from an accredited University with major course work in Business Administration or Marketing with at least two (2) years experience at a senior level in Public Relations and/or Marketing in a public, private or non-profit organization.
3. Experience in media relations and graphic design.
4. Proficiency in Spanish would be an asset.