

Career Opportunity

POSITION

Communications Specialist

LOCATION

San Ignacio, Cayo District

Position Purpose:

The Communications Specialist develops and executes communication strategies to enhance the company's reputation and foster stakeholder relationships. This role involves managing internal and external communications, building brand awareness, and helping to drive organizational success.

Working Hours:

- Monday – Friday
- 8:00am to 12:00noon, 1:00pm to 5:00pm
- Additional hours may be required.

Summary of Primary Responsibilities:

1. Develop and implement a comprehensive communication strategy to support corporate objectives.
2. Develop and execute strategic plans for a corporate social responsibility (CSR) program, bolstering community engagement and fostering partnerships with various stakeholders on shared interests.
3. Regularly write and edit communications including internal messages, media releases, website content, social media posts, video and audio scripts, ad copy, speeches, program agendas, and other related communications.
4. Provide strategic communication counsel to guide internal and external stakeholder engagement.
5. Build and maintain collaborative partnerships with government officials and agencies to ensure regulatory adherence, promote industry best practices, and facilitate the acquisition of necessary permits and licenses.
6. Establish and maintain strong relationships with members of the media.
7. Implement communications campaigns that elevate the company's brand and reputation.
8. Lead the development of compelling visual content that supports the overall communications strategy, and manage the company's digital media, including the company website and social media channels.
9. Lead crisis communication efforts.
10. Regularly assess and report on the effectiveness of communications strategies.
11. Represent the company at public events, speaking engagements, and awards ceremonies.
12. Assist with corporate sponsorships and company-wide initiatives, including those in collaboration with internal teams or committees.

Education, Experience and Skills:

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field.
- Six (6) years of work experience in public relations or communications role, or related disciplines.
- Strong writing and editing skills, with the ability to craft clear, concise, and engaging content.
- Excellent communication and interpersonal skills, with the ability to build rapport with numerous stakeholder groups.
- Proven experience in media relations, including pitching stories and securing media placements.
- In-depth knowledge of social media platforms and content creation strategies.
- A strong understanding of crisis communication principles.
- Experience with content management systems and graphic design software.
- Ability to work independently, manage multiple priorities, and meet deadlines.
- Excellent organizational skills and a keen eye for detail.
- Proficiency in Microsoft Office Suite and familiarity with PR software.
- Proficiency in Spanish is a plus.

The successful applicant must reside in the San Ignacio\Santa Elena Town area or Benque Viejo Del Carmen Town.

Application Submission

Deadline: September 30, 2024

Applicants must complete the online employment application by visiting: <https://www.fortisbelize.com/careers>. Only applicants that complete the online employment application and submit the following required documents will be considered:

1. Two (2) letters of reference
2. Copies of educational qualifications
3. A valid police report must be submitted by the application deadline.

For questions, email: corporate@fortisbelize.com.

Human Resource Department
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