



COMMUNICATIONS & OUTREACH OFFICER - BELIZE

TERMS OF REFERENCE

MarAlliance is a leading international non-profit, operating across five countries, with official registrations in the US, Belize, Panama, and Cabo Verde, and active engagement in Honduras and Mexico since 2014. We are dedicated to pioneering and co-creating conservation efforts for endangered marine species, particularly sharks, rays, large finfish and turtles, with their critical habitats. Our approach is collaborative, involving community-based research, educational initiatives, and conservation strategies, working hand-in-hand with fishermen, tourism professionals, students, protected area personnel, policymakers, and other vital marine stakeholders. By collecting crucial data on marine populations, artisanal fisheries, the impact of Marine Protected Areas (MPAs), and the behavior and ecology of marine wildlife in a rapidly changing world, we inform and empower evidence-based conservation and management decisions. As the populations of many large marine species continue to decline, MarAlliance stands as a formidable, science-driven advocate, guiding our partners in developing and implementing effective conservation strategies to reverse these trends and ensure a sustainable future for marine life.

Position summary: We are seeking a proactive, digital savvy Communications and Outreach Officer with excellent writing, presentation and copy editing skills. The candidate who **must be a Belizean National or Resident with work permit** will support the creation of high-quality written content and multichannel assets and materials to broadcast the work MarAlliance does through its online (website, social media, newsletter, among others) and offline platforms, and engage with our external audiences and stakeholders to contribute to our overall communications and marketing goals. The Communications and Outreach Officer will report to both the Communications and Marketing Coordinator and the National Coordinator - Belize, and work with the rest of the international team to support their communications.

Duties and responsibilities will include but are not limited to:

- Provide creative, editorial, and operational project support
- Support with the photo archive and video archive management.
- Community Management: Actively manage social media channels (Facebook, Instagram, LinkedIn, YouTube, Twitter), create visuals, videos and Reels as well as identify new trends and collaboration opportunities.
- Support with writing blog articles (SEO) and newsletters design.
- Help build and develop campaign materials, toolkits, and actions (online and offline).
- Assist in different communications-related projects working hand in hand with external contractors (web developer, graphic designer...) to improve the engagement of external audiences.



- Support in campaign and communications reporting (Google Analytics, social media metrics, email marketing reports)
- As part of the MarAlliance Communications Team, support the Communications and Marketing Coordinator with any other communications projects, consistent with the skills and expertise of the post holder, in non-routine circumstances.
- Support the Belize team with outreach and education campaigns both in office and in the field, and related administrative tasks.

Experience, Knowledge, and Skills Required:

Bachelor's degree in communications, graphic design, marketing or any related disciplines

- Proven ability to write and deliver creative communications across a range of digital and written media with strong story-telling abilities.
- Innovative, entrepreneurial and able to spot and develop good stories.
- Self-starting and capable of working in a partially remote team
- Highly detail-oriented and able to multitask are a must
- Graphic design skills (intermediate +)
- Photo and Video - image editing skills (intermediate +)
- Experience with 4+ of these tools is a must: Mailchimp, Wordpress, Facebook Business Manager, Hootsuite, Google Analytics, Canva, Adobe pack, Google Ads, Office and Dropbox.
- Passion and interest for nature, marine life and conservation
- Good with people, empathetic with a robust sense of humor

Salary and benefits:

Salary is commensurate with experience. Benefits include paid holidays, flexible hours, professional training, occasional travel, and health care support.

Language:

English, with fluent Spanish an asset

Location:

This post is based in Belize. This contract will be full-time with up to 15% occasional local and international travel.

How to apply:

Please send your resume, cover letter and list of three references all **as a single PDF package** to info@maralliance.org with "MAR-COA_Last name" in the subject line by **17th January 2025**. No calls please.