



# CAREER OPPORTUNITY

Belize Electricity Limited (BEL) is the primary distributor and the only licensed public provider of electricity in Belize. Our Mission is to deliver safe, reliable and sustainable energy solutions to enhance the quality of life and the productivity of enterprise and to support national development.

We are looking for a highly motivated, goal-oriented, responsible and committed person to join our Company in the role of **Manager, Corporate Communications** in the **Corporate Communications Department** of our **Employee & Corporate Services Division**.

**Job Location:** BEL Corporate Headquarters, Belize City

## **Duties:**

- Develop and manage corporate communication strategies aimed at promoting the Company's Mission, Vision, and Values, and supporting the Company's Strategic Plan.
- Develop and implement a Brand Reputation Program, which promotes BEL as a socially responsible entity, amongst other objectives.
- Develop and implement a plan to effectively utilize modern communication mediums in generating content that attracts employee and customer engagement and provides opportunities for authentic and transparent communication with stakeholders.
- Track mainstream and social media coverage and develop and implement a system of providing the Leadership Team and Heads of Department with daily reports summarizing media coverage/discussion on issues that may affect the Company's brand and reputation and formulate appropriate responses as necessary.
- Actively identify communication opportunities for internal and external consumption in support of the Company's Strategic Plan and lead the timely implementation of related activities.
- Develop and ensure timely implementation of communication plans to effectively promote the Company's image and key activities to all relevant stakeholders.
- Develop and implement a system to track the effectiveness of communication plans and the reach/impact of communication channels utilized.
- Manage the development, production and placement of all Company advertisements and publications (audio, video and print).
- Manage and update internal and mass communication protocols, guidelines, processes and activities in support of stakeholder relations.
- Plan and coordinate social/corporate events that have a key impact on corporate image and brand. (Such events may include, the Annual General Meeting of Shareholders, Plant/Building Openings/Closing, and initiatives related to Community Outreach).
- Approve all corporate sponsorships, monitor for effectiveness and manage alliances.

- Support the review and approval of donation requests and outreach activities.
- Supervise direct reports and set annual performance goals, conduct appraisals and performance feedback for the Department on a regular basis.
- Develop, maintain and monitor the implementation of a program in support of staff development and teamwork.
- Provide monthly departmental performance reports and ensure timely and accurate submission.
- Support the Company's Business Planning process by developing the Department's 5-Year Plan and Budget; and manage the Department's budget in accordance with the Manual of Authority.
- Update risk assessments for the Company's Enterprise Risk Management System and make recommendations for improvement to reduce risks within their departments consistent with risk tolerances.
- Ensure timely execution of the Company's health, safety and environmental action plan applicable to the Department.

**Education & Experience:**

- Master's Degree in Public Relations, Communications, Journalism or related field, with a minimum of three (3) years' experience at a supervisory level
- Bachelor's Degree in Public Relations, Communication, Journalism or related field with a minimum of five (5) years' experience in the related field at a supervisory level

**Required Skills/Abilities:**

- Superior verbal and written communication skills
- Working knowledge of producing visual, audio and printed designs and publications
- Ability to work independently and manage numerous different projects with tight deadlines simultaneously
- Action-oriented and self-starter
- Highest level of confidentiality in line with the Company's Code of Ethics
- Strong leadership and coaching skills
- Strong interpersonal and networking skills; able to establish good working relationships with colleagues, news media, consultants, and a wide variety of members of the community
- Proficient in MS Office applications, Internet, web browsers, Desktop Publishing applications and social media tools

**Salary:** In accordance with Company's salary structure.

Submit application letter along with resume, copy of degrees and certificates and three (3) recent professional letters of recommendation to:

Email address: **career.opportunity@bel.com.bz**  
Email subject: **Application – Manager, Corporate Communications**  
Addressed to: **Manager, Talent Acquisition & Development**  
Deadline: **Monday, August 7, 2023**

Only electronic applications are being accepted at this time.

For more information or queries, please call 227-0954 Ext. 2901 or 2902.