



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 team in the role of **Marketing Lead** in the **Marketing & Sales Department** of our **Commercial & Retail Services Division**.

Job Location: Belize City

Duties:

Marketing activities

- Develop and implement promotional campaigns and events, including town halls and trade shows, aligning with the overarching Marketing strategy.
- Contribute to the creation and execution of timely Go-To-Market (GTM) strategies, including monthly ad scheduling.
- Generate compelling campaigns, ads, and promotions in collaboration with other units within the department.
- Lead in selecting channels for product and service promotion, advancing the digitalization of Marketing and Sales campaigns.
- Monitor various media platforms for information related to BEL, addressing queries and issues promptly.
- Facilitate successful new product launches by working closely with design agencies.
- Post, share, and promote internal and external communications, maintaining accuracy across all platforms.
- Assist in posting information on BEL's various digital platforms.

Sales activities

- Coordinate marketing campaigns in tandem with sales activities, ensuring seamless integration.
- Support Account Management for strategic Customer accounts, fostering lasting relationships to enhance Customer loyalty.
- Contribute to BEL's proactive field sales service approach, ensuring effective execution.

General activities

- Aid in preparing and managing the marketing budget and forecasts to achieve departmental goals.
- Assist the Marketing Manager in generating monthly reports.
- Execute additional duties as required to ensure the smooth operation of the department.

Education and Experience:

- Bachelors Degree in Business Administration, Marketing, or Communications with minimum of four (4) years' relevant experience OR

- Associate degree in Business Administration, Marketing, or Communications with minimum of six (6) years' relevant experience
- Knowledge of marketing and sales techniques will be considered an asset.

Required Skills/Abilities:

- Charismatic, energetic, passionate, and proactive.
- Experience in copywriting and editing.
- Excellent verbal and written communication and presentation skills.
- Strong analytical and reporting skills.
- Social media savvy.
- Strong Organizational skills
- Must be Innovative
- Must be results-oriented.
- Spanish language proficiency is an asset.

Salary: In accordance with Company's salary structure.

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

Email address: **career.opportunity@bel.com.bz**
Email subject: **Application – Marketing Lead**
Addressed to: **Manager, Talent Acquisition and Development**
Deadline: **Friday, May 10, 2024**

Only electronic applications are being accepted at this time.

For more information or queries, call us at 227-0954 Ext. 2901.