



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 **Content Developer** in our **Corporate Communications Department** of our **Employee & Corporate Services Division**.

Job Location: Corporate Headquarters, Belize City

Duties:

- Create content and manage content distribution including presentations, animations, web graphics, videos, blog posts, and social media content.
- Creating an editorial calendar to establish when content will be distributed and through which channels.
- Assist with the content development for various written communication including releases, presentations, reports, publications, letters, and multimedia productions for internal and external stakeholders and engage effectively in related dialogue.
- Assist with implementing corporate communications, public relations, marketing, and corporate image building activities.
- Capture and properly archive special events, field activities and public relations related events via photography and video.
- Assist with monitoring of mainstream and social media coverage, compile excerpts, assist with the formulation of responses to queries and conduct related archiving.
- Assist with monitoring and updating of the Company's social media sites and assist with the formulation of responses, as necessary.
- Assist with updating of the Company's intranet with updated Company content.
- Assist with the design and production of print, electronic and broadcast promotional/ advertising/ educational materials.
- Maintain relationship with the media, primarily for advertising and promotional opportunities.
- Contribute to the preparation of the department's monthly report.
- Assist with the selection of promotional items and manage inventory.
- Support the Company's safety and environmental initiatives.
- Perform other duties as may be assigned from time to time.

Education and Experience:

- Bachelor's Degree in Marketing, Public Relations, Mass Communications, Journalism, English/Literature, or related discipline with a minimum of three years' related experience or
- Associate Degree in Marketing, Public Relations, Mass Communications, Journalism, English/Literature, or related discipline with a minimum of five years' related experience.
- Experience in Desktop Publishing, Web Publishing, and graphic design applications, preferably Adobe Creative Suite.
- Basic knowledge of HTML.
- Exposure to social media technology and communication processes would be an asset.

Required Skills/Abilities:

- Ability to research, gather, and develop content as needed.
- Ability to create engaging and compelling content as needed.
- Must have excellent verbal and written communication skills.
- Must have good interpersonal skills.
- Competent in Microsoft and other office applications.
- Be organized and a self-starter.

Salary: In accordance with Company's salary structure.

Submit application letter along with curriculum vitae, copy of degrees and certificates, and two (2) recent professional letters of recommendation via email to:

Email address: **career.opportunity@bel.com.bz**

Email subject: **Application – Content Developer**

Addressed to: **Manager, Talent Acquisition and Development**

Deadline: **Friday, April 5, 2024**

Only electronic applications are being accepted at this time.

For more information or queries, call us at 227-0954 Ext. 2901 or 1415.