



<b>Job Description</b>	
<b>Job Title:</b>	Multimedia Officer
<b>Department/Unit:</b>	Conservation Investment
<b>Supervisor:</b>	Conservation Investment Manager
<b>Salary Scale Level:</b>	3
<b>Last updated:</b>	March 2020
<b>Location:</b>	Belmopan, Cayo

<b>Job Purpose</b>
<p>The Multimedia Officer is primarily responsible for developing, filming, editing, captioning, and delivering engaging high-quality content for PACT and its Strategic Communications Service Provider (SCSP) to be used across a variety of digital platforms. The incumbent will collaborate with all PACT departments but in particular the Conservation Investment Department and Executive Office to execute communications activities intended to meet and exceed the strategic goals and objectives of PACT. This will primarily be done in accordance with PACT’s Communications Strategy but also in alignment with the overarching PACT Strategic Plan. Furthermore, the post will aim to ensure data collected and analyzed by PACT on all Belize National Protected Areas System (BNPAS) related interventions, via the PACT Conservation Investment Strategy and PACT Monitoring and Evaluation Framework, are adequately translated into consumable communication products. The Multimedia Coordinator will be expected to serve as liaison with PACT’s SCSP supporting the delivery of strategic communication actions for onward engagement of local media outlets and the general public. Beyond its coordination and content production functions, the position will also assume responsibility for the branding, cataloging, storage and retrieval of media content for PACT.</p>

<b>General Job Responsibilities and Indicative Level of Effort</b>
<ul style="list-style-type: none"> <li>• <b>Procedural planning and coordination of multimedia content production (40%)</b></li> <li>• <b>Media content post-production formatting and editing (25%)</b></li> <li>• <b>Management of digital and physical communications assets (20%)</b></li> </ul>

- **PACT branding and standards verification (10%)**
- **Formulation of creative communications concepts, ideas, campaigns (5%)**

**Specific Job Responsibilities:**

- Manage digital assets (photos, videos, graphics) and serve as point person for collecting, cataloging, storing and retrieving media content for a wide variety of use by PACT and its SCSP;
- Coordinate the internal and external administrative and logistical procedures, inclusive of paperwork, associated with the production of various multimedia content for PACT.
- Plan and execute the development of creative storyboards, films and graphics either on location or in house towards the production of engaging multimedia content.
- Use storytelling techniques to produce high-quality content on a weekly basis for a variety of digital platforms, including Facebook, Instagram, YouTube, and the PACT website.
- Support periodic development of media content for traditional communication channels such as television, radio and print media.
- Propose creative ideas and collaborate with teams and departments across the organization in translating the work of PACT, impacts of its conservation investments and environmental, social and gender (ESG) policies and data into media content consumable by a variety of audiences.
- Seek creative mechanisms in communicating national sustainable development and environmental policies and data;
- Edit video, photography and graphic content using post-production techniques and software;
- Serve as the technical liaison between PACT and its SCSP for the timely development and execution of strategic communication actions;
- Lead the management of media production schedules and deadlines;
- Develop viable milestones and indicators for monitoring and reporting on the delivery of PACT’s communications objectives;
- Ensuring content alignment with PACT’s strategic and programmatic priorities, as well as PACT’s Branding Guidelines and standards;
- Stays up to date on the latest trends, best practices, and emerging technology in multi-media production;
- Attend meetings and other networking events to promote the communication and marketing of the BNPAS and PACT’s role in this regard.

**Competency Requirements**

To perform this job successfully, the incumbent must be able to perform each essential duty satisfactorily. The requirements that follow are representative of the knowledge, skills and/or abilities required.

**Education**

- Bachelors' degree in Media Production, Graphic Design, Communications, or related field. An equivalent combination of education, for example in Information Technology, and experience may also be considered.
- Digital Media certification is preferred.

**Work Experience**

- A minimum of two (2) years of media production experience is preferred with a Bachelors' Degree. At least (4) years of similar experience may also be accepted with an Associates' Degree in a related field.
- Experience should include use of Adobe Creative Suite, and/or similar software, for media editing and production;
- Must have experience in social media content management;
- Experience with local media and social-media landscape an asset.

**Knowledge**

- Strong knowledge of photography, videography and their respective best practices;
- Strong knowledge of use of media editing software and techniques;
- Strong knowledge of creative writing, storyboard design, script development and staging;
- Strong knowledge of website and social media content management.

**Skills**

- Excellent skills in manipulating the following multimedia software: Adobe After Effects, Adobe Audition, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop Adobe Premiere Pro, Adobe Animate;
- Excellent skills in manipulating the following multimedia hardware: DSLR Camera, Drone & Drone Case, iPad, Studio Lights, Camera Backpack, Tripod;
- Excellent interpersonal, written and verbal communication skills;
- Excellent personal management and time management skills;
- Excellent organizational and multi-tasking skills;
- Ability to lead and/or collaborate effectively with internal and external colleagues to achieve organizational goals;
- Ability to focus and function effectively in a fast-paced, ever-changing environment;
- Ability to use communications equipment and;
- Ability to work while sitting and/or viewing a computer for a prolonged period of time.

**Behaviours**

- Highly self-motivated with high levels of initiative;
- Highly collaborative;

- Creative thinker;
- Enjoys high level of professional independence;
- Detail oriented;
- Socially aware;
- Strong results orientation.

## **Working Environment**

The Multimedia Officer will have his/her own office space but may be required to work periodically in varied environments and locations. Additionally, he/she will be provided with standard office equipment and access to communications equipment and software available to PACT. The position is required to work a standard work week (40 hours); however, there may be times when he/she will be required to work evenings, weekends, and overtime to accommodate activities that are directly related to PACT.