

Position: Digital Marketing Officer

Location: Marketing Department, Belize City

Employment Type: Full-time

Reports to: Marketing Manager

Job Purpose:

Job Purpose: The Digital Marketing Officer is responsible for developing and maintaining all digital media for The Belize Bank Limited; he/she will lead an integrated digital marketing effort across multiple platforms. This position will work within the Marketing Department to assist with the coordination of marketing, advertising and promotional activities, ultimately to be able to promote The Belize Bank Limited's products and services via digital media to increase customer engagement. Based on the technology-focused business shift, the Digital Marketing Officer is also responsible for website design and the creation of digital content (e.g. website, social media) and the design and creation of basic animated ads.

Key Responsibilities include, but are not limited to:

- Design digital media for marketing campaigns aligned with business goals and products to reach an online demographic, this includes concept design and scheduling to ongoing implementation and performance tracking.
- Design the Bank's corporate website(s) and create digital content (e.g. website, social media, etc.)
- Updates all websites via WordPress for content as well as regular software updates
- Design and create basic animated ads
- Develop, implement and maintain a strong online presence in order to reach an online demographic; this includes concept design and scheduling, to ongoing implementation and performance tracking the Bank's brand voice through social media
- Design and implement mass e-communication campaigns
- Maintain up to date information deployed through digital marketing platforms
- Create online advertisements, including banner ads and search engine optimization (SEO)
- Track online advertisements lead generation, click-through and conversion rates
- Analyze SEO Ranking Reports for the Bank and provide recommendations that would aid in improving said rankings with a view to achieving the desired visibility percentage

- Ensure that clients' communication via website and other electronic means are always functional by ensuring that clients always have electronic access to the Bank (contact submission forms, e-mails, etc.)
- Explore opportunities for optimizing the Online Banking platform
- Attend bank initiatives and sponsorships events countrywide to capture photos and video content for website and social media
- Manage end-to-end digital projects
- Establish & maintain our web presence to boost brand awareness
- Suggest and implement direct marketing engagement to increase profitability

Educational & Work Experience Requirements:

- Bachelor's Degree in Marketing, Communications or Business Administration with a concentration in Marketing/Advertising.
- Minimum three (3) years experience in digital marketing and/or marketing field; experience in video/photo production for marketing content creation

Skill & Ability Requirements:

- Knowledge in web development (HTML, XHTML codes, CSS design, cross-browser and cross-platform compatibility, SEO and social media processes); Hootsuite and Google Analytics; WordPress and other Content Management System; Adobe suite: Photoshop, Illustrator, InDesign and Microsoft Office Suite
- Strategic thinking
- Originality/Creativity
- Sound judgment
- Problem solving skills
- Communication skills (written and verbal)
- Presentation skills
- Project management skills
- Organization skills with the ability to manage multiple projects simultaneously with a high degree of independence

Application Requirements:

- Application Letters and Resume/CV
 - Reference Letters
- Degrees and Diplomas/Certifications
 - Valid Police Record
 - Valid Social Security ID

Qualified applicants can send their application package along with their digital portfolio samples of work i.e. designs, templates, videos, animations, etc.) to:

Human Resources Department
The Belize Bank Limited
21 Regent Street
Belize City

Or Email: careers@belizebank.com

Re: Digital Marketing Officer, Marketing Department

Deadline for applications is January 26, 2024