

**Position:** Marketing Associate (Digital)

**Department:** Brand & Marketing

**Division:** Strategy & Future Design Division

**Employment Type:** Full-Time

**Reports to:** Marketing Manager

**Job Purpose:**

The Marketing Associate (Digital) is responsible for managing all digital media initiatives for The Belize Bank Limited. The role leads the Bank's digital marketing strategy across various platforms, ensuring strong brand presence, customer engagement, and the effective promotion of products and services. The position also supports website design, digital content creation, animations, social media coordination, SEO, and digital project execution in alignment with the Bank's technology-driven direction.

**Key Responsibilities and Duties:**

- Design digital media and content for marketing campaigns.
- Manage and update the Bank's websites, including WordPress content and software updates.
- Create animations, digital ads, and social media content to support campaigns.
- Lead social media strategy, scheduling, content creation, and performance monitoring.
- Execute e-communication campaigns and track performance metrics.
- Create online ads and optimize content for SEO and targeted audiences.
- Monitor website functionality, SEO rankings, and digital communication channels.
- Capture photos and videos at Bank events for marketing use.
- Manage digital marketing projects from concept to completion.
- Contribute to initiatives that enhance brand visibility and engagement.

**Education and Work Experience:**

- Bachelor's Degree in Marketing, Communications, or Business with a focus on Marketing/Advertising.
- 3-5 years of experience in Digital Marketing or related field.

**Knowledge, Skills and Abilities**

- Strong working knowledge of digital marketing tools, analytics platforms, and social media management systems.
- Proficiency in Adobe Creative Suite, including Photoshop and Illustrator.
- Knowledge of HTML, XHTML, CSS, cross-browser compatibility, and related web design concepts.
- Creative mindset with the ability to develop original concepts and digital content.
- Strong written and verbal communication skills with impactful copywriting abilities.
- Ability to plan, manage, and execute multiple digital projects simultaneously.
- Strong judgment, analytical thinking, and problem-solving skills.
- High attention to detail and ability to maintain accuracy under pressure.
- Competence in producing photos and videos for digital marketing purposes.
- Strong interpersonal skills and the ability to collaborate effectively across departments.
- Demonstrated professionalism and ability to maintain confidentiality.

***Interested candidates can send a cover letter and résumé to:***

People & Culture Department Email: [careers@belizebank.com](mailto:careers@belizebank.com)  
(Subject: Marketing Associate (Digital) - Brand & Marketing)

**DEADLINE FOR APPLICATIONS is December 12, 2025 at 11:59 pm**

*\*Only shortlisted candidates will be invited for an interview. If you do not hear from us within two (2) weeks of the application deadline, we encourage you to apply for future opportunities with us.*