

GRAPHIC DESIGN & MULTIMEDIA OFFICER

Position: Graphic Design & Multimedia Officer	Supervisor: Manager, MCU
Current incumbent:	Department/Unit: Marketing & Communications
Division:	Level:
Location: BELTRAIDE	Last revised:
PRIMARY FUNCTION: The Graphic Design & Multimedia Officer is responsible for developing and executing high-quality visual content that strengthens BELTRAIDE's brand identity and effectively communicates its programs, initiatives, and services. This role combines expertise in graphic design, photography, and videography to create impactful materials for both digital and print platforms, ensuring consistency with organizational branding guidelines. This officer plays a key role in capturing and documenting BELTRAIDE's activities, including events, trade missions, and promotional campaigns. By working with the Marketing and Communications Unit the officer ensures that multimedia assets effectively tell BELTRAIDE's story, highlight stakeholder engagement, and showcase Belize's investment, trade and business development opportunities. This position demands both technical proficiency and creative vision, with the ability to adapt to evolving digital trends to keep BELTRAIDE's communications innovative, professional, and globally competitive.	
Graphic Design 1. Create designs, concepts, and layouts based on branding guidelines, aesthetic principles, and campaign objectives. 2. Develop digital and print-ready materials, selecting appropriate styles, sizes, and arrangements for graphics and text. 3. Prepare and present drafts, mockups, and concepts for approval; revise as needed to meet project requirements. 4. Coordinate production with outside agencies, printers, and service providers as necessary. 5. Maintain technical knowledge of design software, equipment, and industry best practices. 6. Review and improve final layouts to ensure high-quality output Photography 7. Capture and edit high-quality images at events, campaigns, and corporate functions. 8. Maintain a consistent stock of photography that aligns with BELTRAIDE's brand identity and campaigns. 9. Safeguard, catalog, and archive photographic material for future use. 10. Retouch and manipulate photos using software as required. 11. Ensure all photography setups and event coverage meet BELTRAIDE branding standards.	

Videographer

12. Plan, record, and edit video content for events, campaigns, testimonials, and corporate features.
13. Ensure technical quality by testing and operating video, audio, lighting, and drone equipment.
14. Assemble final video productions, adding graphics, subtitles, and branding elements for multiple platforms.
15. Stay updated with local and international video specifications, broadcasting standards, and digital trends

Creative Development

16. Collaborate with the team on visual storytelling concepts and help storyboard, script, or plan content that aligns with brand strategy.
17. Assists in the creative planning of international trade/investment missions, workshops, national tours, and any other promotional/marketing/branding events;
18. Research and develop feasibility studies to identify and keep up with digital trends to innovate visual content.;

Other Tasks Assigned

19. Any other duty assigned from time to time by supervisor.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements that follow are representative of the knowledge, skill and / or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education & Experience

- Minimum Associate's (Bachelor's degree preferred) in Media & Communications, Film Production, Graphic Design, Marketing, Journalism, or related field
- OR Minimum of three (3) years of relevant experience in photography and videography
- Second language is a requirement, preferably Spanish
- Experience in journalism is a great asset

Knowledge & Skills

- Excellent oral and written communication skills, including presentation skills
- Willingness to travel domestically and internationally
- Must be creative, have initiative and outgoing personality, and exercise good judgment
- Strong eye for visual storytelling, composition, and branding consistency.
- Ability to manage multiple projects under tight deadlines.
- Good communication and collaboration skills (working with MCU team, executives, and

partners).

- Detail-oriented with good organizational and file management practices.
- Proficiency with professional camera equipment (DSLR, mirrorless, lenses, lighting, audio gear).
- Advanced editing skills using software such as:
 - Adobe Premiere Pro / Final Cut Pro / DaVinci Resolve (video)
 - Adobe Photoshop / Lightroom (photo)
 - After Effects or Motion Graphics software (bonus).
- Knowledge of social media formats (Instagram Reels, TikTok, LinkedIn, YouTube, Facebook).
- Drone photography/videography experience
- Familiarity with livestreaming platforms and setups.
- In possession of a valid driver's license

Key Competencies & Attitudes

- Self-starter
- Strong analytical skills
- Team player
- Flexible
- Multi-tasker
- Dependable
- Honest
- Mature
- Sound work ethics
- Detail oriented

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the incumbent is regularly required to sit and reach with hands and arms. The incumbent is occasionally required to walk, use hands or fingers, handle, or feel objects, tools or controls, stoop, kneel, crouch and talk or hear. The incumbent must occasionally lift and or move up to 20 pounds or more. Specific vision abilities required by this job include close vision and the ability to adjust focus.

The incumbent will have his/her own office area and will be equipped with standard office equipment. The incumbent is required to work a standard work week (40 hrs.); 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 BELTRAIDE.