



Terms of Reference for the FCD Tourism Development & Marketing Officer



1. Background

All managers of protected areas in Belize are challenged on how to develop and maintain a successful financial sustainable program that can help provide for a vibrant conservation effort. While often determined by a reliance on grant funding, the sustainable management of the Chiquibul National Park, which is Belize's largest protected area, faces a number of constraints (and opportunities) in identifying areas and programs to generate its own financial means.

Tourism and especially the establishment of new tourism destination areas, and public use have been recommended as a viable option for park management to generate its own finances. Through a grant issued in 2014 by PACT, FCD has been supported to further explore and establish a number of organization-wide efforts that will result in new additional financial revenue streams.

The grant has enabled FCD to develop a number of strategic responses, including the formulation of the comprehensive FCD Strategic Plan 2015 - 2020. Under this umbrella a series of specific initiatives will be undertaken: the development of a Tourism Enterprise Development Plan and Visitor Impact Monitoring Framework that link to the regional tourism development concept for the Mountain Pine Ridge, Caracol and Chiquibul Park & Forest areas; a revision and expansion of the FCD corporate business plan that will include projected revenue streams from envisioned tourism products; and a Marketing Plan.

The grant, which is envisioned to expire in the second part of 2016 and which is seen as a stepping stone to the future organizational growth, contains a provision to expand the FCD human resources base by the recruitment of the FCD Tourism Development & Marketing Technician. FCD is now recruiting for this position.

2. Overall Scope of Work

The Tourism Development & Marketing (TDM) Technician will lead FCD into becoming a main player in the development, management and offering of tourism products and destinations in the Chiquibul area, strengthening efforts for the sustainable use of this protected area and improving FCD's long term financial stability.

To that extent, the TDM Technician will have two main areas of work: a) support in the development and implementation of FCD's corporate Tourism Enterprise Development Plan which focus on FCD's development and marketing of the portfolio of tourism services and products; and b) spearheading the development and marketing of Eco-Quest packages of tourism products and services.

3. The specific tasks

Support in the development and implementation of FCD's corporate Tourism Enterprise Development Plan

The TDM Technician will support and collaborate the temporary expert-consultant (team) in the development of a Tourism Enterprise Development Plan, which may include the following key aspects:

- Define, organize and conduct consultations, surveys or other mechanisms, taking into consideration the involvement of key stakeholders, organizations and entities in the public and private sector both at the national and community level;
- Development of an assessment of the current situation, including the competitiveness of the market, demand for products & services, and special features; currently used tag-names and logos, FCD's documentation related to *Eco-Quest Expeditions* and Las Cuevas Research Station, the contents of current FCD publicity products and a projected success-failure analysis;
- Determination of the projected portfolio of tourism products and tour packages and the specific target audiences and market segmentation;
- Detailed and time-bound marketing communications plan.

Development and marketing of Eco-Quest packages of tourism products and services

The TDM Technician will spearhead the implementation of the FCD Tourism Enterprise Development Plan in the following key aspects:

- Develop and market Eco-Quest Tours among lodges and tour operators;
- Produce adequate promotional materials;
- Train Eco-Quest staff (including guides) in the management of the tour operator business;
- Identify and procure core gear and equipment for the envisioned tour packages;
- Expand partnerships with national and international tour agencies and operators and education institutions and maintaining the related communication.

4. Duration

The initial contract will be for maximum period of 9 months and includes a probationary period of two months. As FCD seeks to consolidate the internal tourism enterprise management capacity, the contract will be extended when resources permit.

5. Qualifications and experience

- Ideally the suitable candidate has a degree in the field of Enterprise Development and/or Tourism Development and Marketing and/or Corporate Communications
- The candidate has previous experience, nationally and/or internationally, in the preparation of tourism development and marketing strategies and plans. Experience in the national or international tourism sector will therefore be a vital asset
- Experience in developing Public Use-Based Products and Services that are strongly linked with Protected Areas Management will be an asset
- Is a strong and confident communicator
- Excellent skills adequate to the position (writing, graphic design, web design)

6. Application Letters

Interested suitable candidates will submit in electronic fashion an application package, consisting of:

- An application letter, depicting the candidate's motivation as well as key character / personality aspects relevant to the position;
- A detailed professional resume
- At minimum three references, preferably accompanied by reference letters

Applications should be submitted electronically with the subject line “Vacancy TDM Officer” not later than Monday 12th October 2015 to fcd@btl.net