

Terms of Reference

COMMUNICATION AND CHANGE MANAGEMENT SPECIALIST FOR THE ESTABLISHMENT OF THE REVENUE AUTHORITY OF BELIZE (RAB)

Position Title: Communications and Change Management Specialist

Location: Belize City, Belize

Duration: [24 months, Full-time position]

Reporting to: Project Manager - Revenue Authority Establishment

Background: As part of the transition of the Belize Tax Service Department (BTSD) into a semi-autonomous revenue authority, there is a need for a dedicated Communications and Change Management Specialist to develop and establish effective communication and change management strategies. The Communications and Change Management Specialist will work closely with the Project Manager of the Revenue Authority of Belize (RAB) Establishment Project to ensure stakeholder engagement, manage change, and facilitate communication throughout the transition process.

Purpose of the Position: The Communications and Change Management Specialist will be responsible for developing and establishing communication and change management strategies to support the successful establishment of the Revenue Authority. This includes drafting communication strategies, developing publicity campaigns, establishing a project web domain, defining, and managing stakeholder groups, conducting communications training, and facilitating engagement campaigns internally and externally. The position should work/collaborate with technical assistance organizations, such as CARTAC to support the execution of their tasks.

Key Outputs and Deliverables:

1. Draft a comprehensive communication strategy outlining key messages, target audiences, channels, and timelines.
2. Develop and execute a publicity campaign to raise awareness of the Revenue Authority transition among stakeholders and the public.
3. Establish and maintain a project web domain to serve as a centralized source of information and updates on the transition process.
4. Define and manage stakeholder groups, including government officials, unions, employees, taxpayers, and other relevant parties.
5. Conduct communications training for project team members and stakeholders to enhance communication skills and awareness of the transition process.

6. Develop and deliver change management workshops to support employees in adapting to the new organizational structure and processes.
7. Develop target engagement campaigns internally and externally to ensure buy-in and support for the transition process.
8. Monitor and evaluate the effectiveness of communication and change management activities and make recommendations for improvement as needed.

Qualifications and Skills:

a. Academic qualification:

- Bachelor's degree in communications, Public Relations, Marketing, or a related field.

b. Specific Professional Experience:

- Minimum of 5 years of experience in communications and change management, preferably in the public sector or organizational transition contexts.
- Proficiency in project management tools and software

c. General Professional Experience:

- Excellent written and verbal communication skills, with the ability to tailor messages to different audiences.
- Experience in developing and executing communication strategies and campaigns.
- Proficiency in digital communication tools and platforms.
- Ability to work effectively in a cross-functional team environment and manage multiple priorities.
- Strong analytical and problem-solving skills, with the ability to think strategically.
- Experience in stakeholder engagement and management.
- Knowledge of Belizean government structures and policies is an asset.

Compensation: The salary for this position will be commensurate with qualifications and experience.

Application Process: Interested candidates should submit a cover letter, resume, and contact information for three professional references to **Director General, Belize Tax Service Department, Ministry of Finance, Eleanor**

Hall Building, Belize City by May 31st, 2024; only shortlisted candidates will be contacted for interviews.

Note: The Terms of Reference may be subject to amendments or modifications as deemed necessary by the hiring authority.