

Bahamas National Trust – Job Description

Position: Website & Graphics Officer
Reports To: Director of Development & Communication
Location: Headquarters – New Providence

Position Summary

The Website & Graphics Officer will manage and maintain all registered websites under the umbrella of The Bahamas National Trust and provide graphical support to all departments within the organization. This position requires proven experience in professional graphic design, website development and maintenance, as well as e-communications support through email campaigns and social media. The Website & Graphics Officer is responsible for creating all branded marketing and educational materials, both electronic and print, and ensuring the designs adhere to brand guidelines of the BNT. Essential to this role is keen attention to detail, ability to work in tight deadlines, a comprehensive understanding of brand development, and quality execution.

Primary Responsibilities

- Develop and execute website management plan with ongoing maintenance objectives
- Oversee all websites registered to the BNT, including: The Bahamas National Trust's primary website, the Leon Levy Native Plant Preserve, Exuma Cays Land & Sea Park, and various others
- Maintain domain inventory, flag annual updates, and provide budgets for renewal of services
- Provide liaison with BNT departments to keep all sections of each websites and promotional or educational materials produced up to date and with accurate information
- Regularly test the functionality efficiency of all websites and make upgrades as necessary
- Regularly review and enhance all websites graphics
- Create copy, videos, animations, etc. as required to meet the objectives of keeping all websites interactive, dynamic, and SEO optimized
- Lend graphical design support and assist with development of materials for all BNT departments
- Ensure effective communications through engaging email campaigns and mailing list optimization
- Design compelling presentations and slide decks that support projects and programs
- Provide support to the implementation of the BNT webinars and virtual experiences
- Oversee branding guideline usage throughout the organization
- Support implementation of organizational projects and programs, including fundraising initiatives
- Perform relevant and miscellaneous job-related duties as assigned

Required Skills

- Minimum of 3 years' experience in using either web publishing or graphical software
- Experience with any of the following is a plus: HTML, Java Script, Adobe Suite (Dreamweaver, Photoshop, InDesign, Flash Animation, Premier Pro, and Fireworks)
- Excellent graphic design skills, copy writing and oral and written communication skills
- Good organizational skills with the ability to multi-task and prioritize project management
- Ability to multitask, work as a part of a team, and meet deadlines under pressure is essential
- Interest of Bahamian ecology, national and global environmental issues an advantage