

The St. Vincent and the Grenadines Tourism Authority requires a suitable professional to fill the position of Manager, Marketing.

JOB PROFILE:

The Manager, Marketing is responsible for the development and implementation of tourism marketing strategies, tourism promotion and advertising programmes of the SVGTA, a State Corporation which operates locally and internationally in a strategic approach to attract visitors, optimize tourism expenditure and sustain a competitive St. Vincent and the Grenadines tourism product. The Manager, Marketing reports to the Chief Executive Officer.

RESPONSIBILITIES INCLUDE:

- Coordinating the development and implementation of tourism marketing strategies and tourism promotion, advertising and public relations programmes;
- Coordinating worldwide marketing campaigns including tradeshows;
- Supervising the production and dissemination of print promotional materials and the development and management of electronic marketing;
- Managing collateral and merchandising of marketing and promotion material;
- Managing special events and familiarization visits of travel trade personnel
- Formulating annual global marketing strategy and formal plans for the organization, supported by comprehensive budgets and specific quantitative targets;
- Leading the process to formulate alliances with industry and trade partners to integrate and influence their activities to assist the SVGTA's strategy;
- Utilizing innovative techniques to identify new markets and develop strategies for the penetration of these markets;
- Directing the global public relations effort while liaising with relevant PR agencies to guide output;
- Leading organizational effort to identify sources of joint or additional funding for proposed global marketing projects;
- Maintaining communication links with all target groups in relevant markets through Directors in the markets;
- Any other relevant duties that may be assigned by the CEO.

QUALIFICATIONS AND EXPERIENCE:

- A post graduate degree in Tourism, Marketing or Business Administration with at least ten (10) years experience in a marketing environment that included strategy development and supervisory experience;
- In-depth knowledge of the global tourism and hospitality industry;
- Internationally recognised, high profile industry professional who has gained the respect of international tourism industry partners and stakeholders in the airline, travel trade and hospitality sectors;
- In-depth knowledge of the SVG tourism product and the ability to motivate the marketing team to successfully promote SVG as a year round warm weather destination;
- Possession of strong leadership qualities, excellent networking and interpersonal skills, sound organisational capabilities, e-business and information technology competence and creativity;
- Strategic global focus and excellent, proven negotiation skills;
- Knowledge of current affairs, political, social and business issues that relate to and affect the tourism and travel trade.

Compensation will be commensurate with qualifications and experience. Qualified candidates only should send their detailed curriculum vitae with a covering letter of application, accompanied by contact details of two available referees familiar with the applicant and his/her work to:

The Chairman
St. Vincent and the Grenadines Tourism Authority
P.O.Box 834
Kingstown
St. Vincent and the Grenadines

Applications received after February 26th 2010 will not be considered.