



## JOIN OUR TEAM

### **CAREER OPPORTUNITY: CHIEF MARKETING OFFICER**

The Antigua and Barbuda Tourism Authority (ABTA) is seeking a highly motivated, highly qualified, and experienced **Chief Marketing Officer (Consultant)** - to join our team. The successful candidate will play a key role in the support and management of the Marketing Change process.

The position of Chief Marketing Officer (CMO) is a two (2) year consultancy reporting to the CEO. The successful applicant will be required to create a supportive environment and implement sound and reasoned systems that coordinate the strategic marketing plan. This is to be done simultaneously while promoting growth and exploiting new marketing opportunities for the destination.

#### **Key Responsibilities:**

1. *Evaluating and strengthening, as necessary, the marketing service relationships (PR, Advertising, etc.) across the ABTA to maximize results with minimal waste (human, financial, etc.)*
2. *Guiding the Marketing Pillars Teams in a coordinated development and execution of the strategic marketing plan, e.g.*
  - a. *prioritizing and scheduling high return activities across the Pillars*
  - b. *translating KPIs to tangible actions*
  - c. *evaluating ROI and other KPIs, Etc.*
3. *Collaborating with the HR Manager (HRM) to review the alignment of the matrix structure to the ABTA purpose by:*
  - a. *Defining marketing service gaps*
  - b. *Identifying growth areas of individual team members*
  - c. *Delivering tailored hands-on learning opportunities, etc.*

- d. *Conducting objective assessment of team members to identify an empowered successor while boosting team morale and engagement, etc.*
- e. *Strengthening market research and analysis methods*

**Qualifications:**

- *Master's Degree in Business Management, Tourism, Marketing or related field and 5 years' experience in the capacity of Destination Marketing Management*
- *Bachelor's Degree in Marketing, Tourism or Business Administration or related field **and** 8 years' experience as a Destination Marketing Manager*
- *Sound communication skills*
- *Strong organisation and planning skills*
- *Sound knowledge of Destination Marketing with experience in the digital arena*

If you are a strategic, analytical thinker with a passion for Destination Marketing who is results oriented with a desire to make a positive impact on our organization, we encourage you to apply for this exciting opportunity. The ABTA is committed to diversity and inclusion and encourages suitably qualified applications from candidates from all backgrounds.

Please submit your resume and a cover letter outlining your qualifications and experience to [HR@visitaandb.com](mailto:HR@visitaandb.com) by **Wednesday February 1<sup>st</sup> 2023.**