

# CAREER OPPORTUNITY

## Director of Marketing, Tobago Tourism Agency Limited



### ABOUT THE TTAL

The Tobago Tourism Agency Limited will be the premier driving force behind Tobago's tourism thrust. The Agency is looking for qualified individuals with an intimate knowledge of- and an indelible passion for- Tobago's tourism industry.

### JOB DESCRIPTION:

The Director of Marketing is responsible for leading all the marketing efforts of the Tobago Tourism Agency and for creating well-thought out, highly integrated marketing plans that results in increasing brand awareness of destination Tobago and volume travel to Tobago. The Director would also be charged with managing a budget, leading and inspiring a team of specialist marketing experts and for building sound relationships in the regional and international trade.

### DUTIES AND RESPONSIBILITIES:

#### Strategic Marketing Planning

- Developing and growing tourism partnerships among the travel trade.
- Identifying new opportunities for strategic partnerships and events that are brand/equity building; that would reach new relevant audiences and that would give attention to shifting brand perception.
- Partnering with local, regional and international companies on strategic initiatives that generate a strong ROI, maximize customer lifecycle and support strong acquisition and retention goals.
- Managing relationships with external agencies and partners, as well as facilitating communication with cross-functional partners.

#### Strategic Business Development

- Creating well thought-out marketing plans with a strong digital/social media focus and a clear alignment to the organisation's vision, mission and objectives.
- Leading the development of integrated marketing campaigns that are unique and innovative and that is geared towards raising destination awareness and increasing visitation to Tobago.
- Evaluating and managing current digital media programmes for new opportunities.
- Providing strategic planning and execution including market and related product positioning, insights into appropriate distribution channels required to maximize revenue attainment, market research/competitive analysis, go-to-market sales tools, customer segment selection and penetration plans.
- Analyzing and evaluating the effectiveness of media mix, costs, and results.
- Establishing and implementing short and long-range goals, objectives, policies, and operating procedures.

#### Market Research

- Researching, analyzing, and developing marketing strategies for growth; determining market potential, trends, and opportunities specific to the Tobago market.
- Conducting market studies to determine customer requirements, technology trends and innovations, and competitive information.

- Developing brand positioning and customer relationship marketing (CRM) research to create an exceptional customer experience – encouraging stakeholders to effectively communicate and live the brand through the creation of compelling in-destination experiences.
- Continuously evaluating and evolving our brand position and marketing strategies to meet changing market and competitive conditions including analysis of competitive products and market research.

#### **Financial and human resource management**

- Developing and optimizing marketing budgets to meet the strategic needs of the business, deliver new customers and grow the existing customer base.
- Provide leadership, management and direction to a marketing team, with a strong ability to develop and mentor team members for future promotional opportunities.

#### **KNOWLEDGE AND SKILLS:**

- Exceptional organizational and management skills with the ability to coach and develop a marketing team to develop and implement high performing programs and strategies.
- A track record of leading an organization through growth with the ability to plan and manage change.
- Strong prioritization and organizational skills with the capabilities to work under pressure and deliver positive results.
- Excellent teamwork skills. Charismatic leadership skills and a demonstrated ability to build and lead strong teams.
- Prior experience in developing and managing marketing plans at the destination level is required. Must have demonstrated success working closely with digital marketing plans and initiatives, database marketing (CRM), merchandising (profitability analysis) and creative services.
- Strong presentation skills required, as well as the ability to build good relationships across the organization.
- Previous media coordination and analysis experience is required.
- Self-starter with a passion for marketing and strategic insights.
- Experience assessing and prioritizing business opportunities to determine which provide the best leverage.
- Strong analytical skills with successful use of analytic tools to develop long-term strategy.
- Strong sense of business operations and the ability to bring a macro perspective to business opportunities.

#### **QUALIFICATIONS AND EXPERIENCE:**

- A postgraduate degree in the field of Tourism Marketing, International Marketing, Marketing or related field.
- A minimum of 7 years experience as a senior marketing leader within a successful organization.
- Four years of leadership experience.
- Demonstrated track record of execution of effective and profitable marketing programmes.

To apply, please send your Application Letter and CV or Resume to: [apply.ttal@gov.tt](mailto:apply.ttal@gov.tt)

Using the caption: **TTA-VACANCY**

Deadline for submission of application is on or before **Saturday 17th March 2018.**

Only suitable applicants will be acknowledged.