



CAREER OPPORTUNITY

The St. Kitts Tourism Authority (SKTA) is seeking applications from suitably qualified persons to fill the position of **Chief Marketing Officer (CMO)**.

General Definition

The Chief Marketing Officer will support the Chief Executive Officer (CEO) and the Deputy Chief Executive Officer (DCEO) through the provision of advice and guidance in relation to the identification and execution of the destination's global marketing strategy, analysing market trends and making recommendations for marketing initiatives to be undertaken to improve brand awareness and visitation to the island. The primary will assist in the analysis of statistical information relating to the destination's visitor arrivals to measure the effectiveness of the marketing strategy employed within the defined regions and provide guidance on areas for improvement to maximize return on investment. Responsibilities of the successful candidate will include but are not limited to the following:

- Reports to the CEO with a dotted line to the Deputy CEO.
- Create and present the annual global marketing plan and strategy.
- Set global marketing and PR goals and objectives.
- Plan, implement, and manage marketing and PR strategy.
- Design, plan, and execute effective marketing campaigns.
- Review and manage content marketing strategy including social media.
- Determine KPIs for the marketing budget
- Track KPIs regularly and present reports.
- Work with the sales team to ensure brand compliance and offer recommendations.
- Use data and reports to make evidence-based decisions.
- Analyse the Company's marketing strategy and suggest improvements.
- Manage global agencies
- Coordinate with global agencies on crisis management issues.
- Keep marketing budget on track
- Stay current with the latest technology, recommend, and implement enhancements.
- Stay current with the latest best practices.
- Have oversight of activities on on-shore PR and marketing team.
- Any other duties that may be assigned by the Chief Executive Officer.

Qualifications

- Master's degree in Marketing or related field.
- High level of competency with the suite of Microsoft Office applications, particularly Word, Excel, PowerPoint, and Publisher.



- 3+ Years of prior experience in a similar role.
- Adept at queries, report writing, and presenting.

Remuneration

- Commensurate with one's qualifications.

Application Deadline

Interested persons should apply by Friday 1st March 2024. Interested persons may forward their applications accompanied by a resume to the Chief Executive Officer, St. Kitts Tourism Authority, Pelican Mall, Bay Road, Basseterre, or at happlications@stkittstourism.kn

Only shortlisted applicants will be contacted for an interview.