



## EXCITING EMPLOYMENT OPPORTUNITY:

### CHIEF EXECUTIVE OFFICER (CEO) AT DISCOVER DOMINICA AUTHORITY

The Discover Dominica Authority is seeking a transformational individual with vision and dynamism for the post of Chief Executive Officer (CEO). The CEO will play a critical role in shaping the strategic direction, enhancing Dominica's global tourism presence, and fostering sustainable growth in the tourism sector.

#### Job Statement:

The CEO reports directly to the Board of Directors and will be responsible for the formulation of policies and tourism initiatives and interventions designed to provide overall direction of the organisation within guidelines set up by a board of directors and the Ministry of Tourism (MoT). The CEO will plan, direct, and coordinate strategic activities at the highest level of management with the support of subordinate executives and managers. Your leadership will impact the thriving tourism sector, contribute to the preservation of Dominica natural treasures while balancing sustainable growth.

#### Key Responsibilities:

- Direct and coordinate all aspects of the DDA's operations and marketing strategies.
- Implement the Tourism Master plans subject to the current focus and objectives of the MoT.
- Drive digital marketing initiatives to promote Dominica as a premier travel destination.
- Forge and nurture partnerships with key stakeholders in the travel and tourism industry.
- Oversee financial planning, budget management, and operational efficiency to ensure maximum impact and return on investment.
- Lead, motivate, and manage our dedicated team towards achieving excellence in service and performance.

#### Education and Experience:

Applicants should possess:

- A Master's degree in Marketing, Management, Tourism Management, or a related field.
- At least five (5) years' experience in senior management, with a record of accomplishment of successful leadership and strategic planning.
- Experience in the Tourism sector would be an asset.
- Exceptional interpersonal, communication, and negotiation skills.
- A strong understanding of digital marketing strategies and financial management.

#### Conditions of Recruitment

The position is contractual, and compensation is negotiable, subject to qualification and experience.

This is a unique opportunity to lead the Discover Dominica Authority and make a strategic impact on the tourism landscape. You will become part of a passionate team dedicated to promoting the beauty and culture of Dominica.

#### Application Process and Timeline:

Please submit your resume and a cover letter outlining your vision for Dominica's tourism development to:

The Chairman, DDA Board of Directors | Discover Dominica Authority | Ground and 1st Floor, 5-7 Great Marlborough Street | Roseau, Dominica  
Email: [hrd@dominica.dm](mailto:hrd@dominica.dm)

**The closing date for receipt of applications is March 8, 2024.**

Discover Dominica Authority is an equal opportunity employer committed to diversity and inclusion. We look forward to welcoming a CEO who shares our passion for excellence and innovation in tourism.