



**JOB DESCRIPTION**

<b>JOB TITLE: MARKETING OFFICER - INTERNATIONAL</b>		
<b>DIVISION:</b> Marketing & Promotions	<b>BRANCH:</b> Marketing	<b>SECTION:</b> International Marketing
<b>REFERENCE NUMBER:</b> TPA.013	<b>DESIGNATION/CLASSIFICATION:</b> Marketing Officer - International, Grade 8	<b>POSITION No.:</b> MD.013
<b>REPORTING TO:</b> Senior Marketing Officer – International	<b>DIRECT REPORTS:</b> Nil	<b>LOCATION:</b> Port Moresby
<b>COMPILED BY:</b> ..... <b>Human Resource</b>	<b>CERTIFIED BY:</b> ..... <b>Director Corporate Affairs</b>	<b>APPROVED BY:</b> Eric Mossman Uvovo <b>Chief Executive Officer</b>
<b>Date:</b> .....	<b>Date:</b> .....	<b>Date:</b> .....

**POSITION SUMMARY:**

- Responsible for strategically marketing PNG as a tourist destination and its tourism products internationally. The Officer is required to monitor international travel and media coverage of tourism activities from the international market. The position reports directly to the Senior Marketing Officer - International.
- Make sure the marketing and promotional activities are implemented as planned in the yearly work plan and Corporate Plan.

**KEY FUNCTIONS AND RESPONSIBILITIES**

**General Duties**

- Directly responsible for the international market by liaising with the market representatives on regular basis to implement the activities decided on in the market plan.
- Respond to all inquiries from the international market regarding the destination and relevant product concerns in a timely manner.
- Understand and interpret International and Domestic visitor expectations and facilitate them to appropriate tourism products.
- Ensure monthly reports on the international market are presented to management and relevant stakeholders/industry members.
- Conduct Trade and Consumer research within the international market to identify consumer needs, and travel patterns and to provide relevant product satisfaction.
- Plan and coordinate International Trade events and exhibitions in International, establish industry contacts and implement public relations strategy
- Work closely with the Policy & Planning and Product Development Divisions to identify a product development plan to suit the source market’s requirements.
- Liaise and build relationships with a range of stakeholders including hostellers, airlines and Tour Operators, wholesalers, travel agents, airlines, travel writers, journalist, etc to promote and market tourism products.
- Monitor and evaluate marketing and Public Relations campaigns implemented in the International market.
- Work closely with Digital Marketing Officers on online viral campaigns in the market.
- Support the Director and Senior Marketing Officers in other marketing initiatives and activities.
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- Ensure that standards are met on an ongoing and consistent basis across all projects;
- Represent PNG tourism industry in economic sector meetings internationally;
- Represent the PNG tourism industry in regional meetings, negotiations, workshops, seminars, and conferences;
- Perform miscellaneous job-related duties as assigned

#### **Quality Customer Service**

- Ensure to identify and develop opportunities to provide quality and exceptional service to internal and external customers that benefit the organization;

#### **Team Work and Co-operation**

- Provide support in creating a high-performing team culture in the Marketing & Promotions Division to meet and exceed customer expectations;

#### **Occupational Health and Safety**

- Perform duties safely and responsibly by PNGTPA OHSE policies.

#### **Quality of Work**

- Ensure to display quality of work that reflects high professional standards and a high degree of accuracy.

#### **Continuous Improvement**

- Support to encourage and create a culture of high performance and continuous improvement in the Marketing & Promotions Division to meet and exceed customer expectations.

### **ESSENTIAL REQUIREMENTS** – (must cover Qualifications, Education, & Experience, knowledge, attitude, skills, and habits).

- Bachelor’s degree in Tourism & Hospitality, Marketing, Management, Business Economics, International Relations, and or related fields.
- Minimum 3- 5 years of work experience in a similar capacity in the public or private sector;
- Demonstrated experience at the officer level in Project Management for a diverse, complex organization;
- Extensive knowledge and experience in the tourism industry in PNG.
- Excellent program planning, management, and leadership skills.
- Ability to communicate (oral and written)
- Ability to communicate and work effectively with key stakeholders of the organization
- Ability to resolve conflict, handle complaints and manage complex situations;