



JOB DESCRIPTION

JOB TITLE: MARKETING OFFICER – TOURS & PACKAGING		
DIVISION: Marketing & Promotions	BRANCH: Marketing	SECTION: Tours & Packaging
REFERENCE NUMBER: TPA.019	DESIGNATION/CLASSIFICATION: Marketing Officer – Tours & Packaging, Grade 8	POSITION No.: MD.019
REPORTING TO: Senior Marketing Officer – Domestic	DIRECT REPORTS: Nil	LOCATION: Port Moresby
COMPILED BY: Human Resource	CERTIFIED BY: Director Corporate Affairs	APPROVED BY: Eric Mossman Uvovo Chief Executive Officer
Date:	Date:	Date:

POSITION SUMMARY:

- Responsible for making pre-arrangements and organizing prepaid trips that combine two or more travel components like airfare, airport transfer, accommodation, and other services in liaison 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.
- 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

- Design, develop, and promote tour packages
- Work on Product development
- Provide content for packages
- Provide content for write up and blogs
- Create proposals to tour operators, hotels
- Create proposals for prospective corporate clients.
- Strategic planning and implementation of travel products and itineraries for clients.
- Attend seminars and conferences on Travel and Tourism as a whole.
- Liaise with vendors on services and transactions.
- Liaise with the graphics team to produce attractive products/works for the website and social media.
- Write & submit weekly Manager’s report on tasks.
- Follow and analyze market trends to position products
- Develop product marketing strategies (pricing, advertising, product launching)
- Craft compelling messages across marketing channels (landing pages, ad campaigns)
- Work with various teams (design, content, acquisition, product, sales) to implement strategies
- Test marketing product features, releases, and ad copy
- Evaluate projects using relevant KPIs and feedback from existing and prospective customers
- Directly responsible for the Tourism Product 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 Tourism Product market regarding the destination and relevant product concerns in a timely manner.

- 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.
- 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, Tourism Product Relations, and or related fields.
- Proven experience in Product Marketing, Brand Management or a similar role
- Minimum 3- 5 years of work experience in a similar capacity in the public or private sector;
- Experience in market analysis
- 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;