



**JOB DESCRIPTION**

<b>JOB TITLE: MARKETING OFFICER – BRANDING &amp; COMMUNICATIONS</b>		
<b>DIVISION:</b> Marketing & Promotions	<b>BRANCH:</b> Branding & Communications	<b>SECTION:</b> Branding & Communications
<b>REFERENCE NUMBER:</b> TPA.020	<b>DESIGNATION/CLASSIFICATION:</b> Marketing Officer – Branding & Communications, Grade 8	<b>POSITION No.:</b> MD.020
<b>REPORTING TO:</b> Senior Marketing Officers	<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:**

- Reports to the Senior Marketing Officers and is generally responsible for leading the brand communications works in continually enhancing a particular brand image; increasing brand awareness, and providing after-sales support through advertisements, media, point-of-sale, partnerships, and relationship marketing;
- Responsibilities also include destination research, developing ideas to increase business, and creating promotional ideas to expose PNG Tourism products and services;
- 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**

- Developing strategies and managing marketing campaigns across print, broadcast, and online platforms to ensure that products and services meet customers’ expectations and to build the credibility of brands
- Managing brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
- Planning and execution of all communications and media actions on all channels, including online and social media
- Assisting with product development, pricing and new product launches as well as working with the Business Development team to develop new business opportunities
- Creating and managing promotional collateral to establish and maintain product branding
- Assist in managing the budget for advertising and promotional items
- Keeping up with competitors across markets to keep up to date with trends, as well as trying to predict future trends
- Measurement and evaluation of marketing communication campaigns, reviewing the success of marketing campaigns and creating reports
- Supervising advertising, product/service design and other forms of marketing to maintain consistency in branding
- Meeting with clients and working with colleagues across multiple departments(such as Production, Digital, Business Development Managers etc.)
- Managing brand budgets across departmental touchpoints

- Overseeing the organization of events such as product launches, exhibitions, and photo shoots.
- Collaborating with Business Development team develops marketing partnerships with retailers, media partners, and other external partners to broaden the reach of the business's brand messaging.
- Conducts research and analyses, translating campaign performance into communication documents and reports, which are distributed to senior brand marketing management and key stakeholders. Some of these documents are marketing briefs, competitive analyses, campaign recap decks, and so forth.
- Suggest new and improved policies and processes to improve efficiency and ensure compliance
- Ensure adherence to standard operating procedures
- 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 advertising, Marketing, Communication Social Science or equivalent.
- 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;