



JOB DESCRIPTION

JOB TITLE: TOURISM INFORMATION OFFICER		
DIVISION: Marketing & Promotions	BRANCH: Tourism Information	SECTION: Tourism Information
REFERENCE NUMBER: TPA.026	DESIGNATION/CLASSIFICATION: Digital Marketing Officer – Social Media, Grade 3	POSITION No.: MD.026
REPORTING TO: Senior Digital Marketing Officer	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:

- Answer inquiries from tourists and offers suggestions about tours, travel routes, accommodation, and local customs. This position is also responsible for providing literature and information on local and inter-island tours and places of interest.
- 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

- answer inquiries for information via phone, email or in person
- suggest itineraries, tours, local attractions or accommodation
- make bookings on behalf of tourists or clients
- provide relevant brochures or literature on local information
- liaise with accommodation providers and tour guides
- sell souvenirs
- Promoting existing tourist attractions through advertising campaigns, developing promotional literature including artwork, writing press releases and copy for tourism guides/newsletters;
- Working with the media and other local partner organisations to raise the profile of the local area, generate positive publicity and create a brand identity for the area;
- Work with PNGTPA Marketing Officers to ensure that the PNGTPA maximizes opportunities to market and promote PNG as a visitor destination, including ensuring that the PNG information on the tourism website is accurate through the use of the Destination Management System.
- Ensure the promotion of PNG Tourism Products and services is captured on social media.
- Produce appropriate material in relation to the PNG tourism services for inclusion in the PNGTPA’s newsletter and/or website.
- Attend meetings of outside organizations, as and when required.
- 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 or Diploma in Office Administration, Customer Service or related fields.
- Minimum 3- 5 years of work experience in a similar capacity in the public or private sector;
- a pleasant, friendly manner
- excellent customer service skills
- listening and questioning skills, both face-to-face and on the telephone
- the ability to work calmly and efficiently under pressure
- a good general knowledge of the local area and its attractions and facilities
- a smart appearance.