



JOB DESCRIPTION

JOB TITLE: DIRECTOR – MARKETING & PROMOTIONS		
DIVISION: Marketing & Promotions	BRANCH: Management	SECTION: Marketing & Promotions
REFERENCE NUMBER: TPA.012	DESIGNATION/CLASSIFICATION: Director – Marketing & Promotions, Grade 12	POSITION No.: MPD.011
REPORTING TO: Chief Executive Officer	DIRECT REPORTS: Senior Marketing Officer – International, Senior Marketing Officer – Domestic, and Senior Digital Marketing Officer	LOCATION: Port Moresby
COMPILED BY: Human Resource Officer Date:	AGREED BY EMPLOYEE: Director – Marketing & Promotions Date:	APPROVED BY: Eric Mossman Uvovo Chief Executive Officer Date:

POSITION SUMMARY:

- The Director - Marketing & Promotions is responsible for the operations of Marketing & Promotions Divisional functions.
- The Director - Marketing and Promotions is responsible for the timely implementation of all marketing strategies (domestically and internationally) and to meet the corporate objectives and vision of the Tourism Sector Development Plan;
- The role is a member of the Executive Leadership team and contributes to organizational decision-making, planning, and continual improvement.
- The incumbent will be an advocate for PNGTPA and will work closely with other Directors of the executive staff to achieve and maintain the excellence standards set forth by Papua New Guinea Tourism Promotion Authority;

KEY FUNCTIONS AND RESPONSIBILITIES

Strategic Planning and Management

- Contribute to corporate planning processes by working with the Chief Executive Officer to formulate marketing strategies, key performance expectations, corporate service plans, and monitoring systems to ensure they are effective and meeting division and organizational objectives;
- Plan, develop, and implement strategies for Marketing & Promotions Division to meet departmental performance plans within agreed budgets and timescales. This includes the development of a five (5) year Strategic Plan;
- Contribute to the Corporate strategic planning and development as an executive team member by participating in the corporate planning meetings and disseminating corporate information;
- Provide strategic advice, guidance, assistance, and support to inform, develop and execute business strategies;

Human Resource Management and leadership

- Facilitate, liaise and maintain communications with divisions in ensuring correct procedures are followed in the areas of Tourism Product Marketing & Promotions;
- Coach and mentor Marketing and Promotions Division staff and encourage professional development and continuous learning;

- Provide timely, constructive, and objective feedback to staff;
- Address and resolve team and individual performance issues, including serious unsatisfactory performance, in a timely and effective way;
- Implement performance development frameworks to align workforce capability with the organization's current and future priorities and objectives;
- Ensure that the divisional structure is aligned with the organization's goals and responds to changes over time;
- Engage in strategic workforce planning, and strategic resource utilization to ensure the achievement of both the Organization's aims and goals and government's objectives;
- Inspire and motivate, provide direction and manage performance and development;
- Act as a role model to lead exemplary customer-focused corporate and support services.
- Align workforce resources and talent with organizational priorities;

Financial Management

- Prepare and present for the approval of the CEO an annual budget strategic plans and all other documents as may be required from time to time by the CEO;
- Ensure to maintain the division's expenses within budget;
- Improve or reduce operational spending by developing and implementing cost-effective methods
- Develop, implement and monitor processes and procedures around the creation of monthly forecasts.
- Provide advice if and when required on all matters of the division especially finance;

Policy & Planning

- Lead the development, review, and implementation of tourism policies, procedures, and systems;
- Ensure that policies and procedures are regularly reviewed and updated as necessary in line with changing business needs;
- Assist management and staff with interpreting and applying all tourism policies and procedures;

General Duties

- Coordinate marketing plans and activities in close consultation with the regional offices (USA, Australia, Japan, Europe and the United Kingdom).
- Coordinate image building and representing PNG Tourism at international trade and media events domestically and internationally.
- Identify potential/new markets/strategies for promoting PNG tourism products.
- Oversee the production of promotional literature, videos, media production, and printed collaterals of PNG Tourism.
- Undertake direct liaison with Provincial Tourism Bureau, statutory authority, industry members, and the general public on tourism matters.
- Ensure there is regular communication/dialogue between Head Office and PNGTPA Oversea Offices and PNG Foreign Mission abroad.
- Ensure financial management procedures are followed and divisional budgets are presented annually
- Evaluate, review, and monitor the divisional operating plans and budgets.
- Maintain regular interactions with the Government Line Agencies, Provincial Tourism Officers and Bureaus, Statutory Authorities, and PNG Tourism Industry Association for the successful and smooth operation of tourism projects.
- Oversee the supervision of divisional staff.
- Design and implement comprehensive marketing strategies to create awareness of PNGTPA's business activities
- Supervise the division and provide guidance and feedback to other marketing professionals
- Produce ideas for promotional events or activities and organize them efficiently
- Plan and execute campaigns for corporate promotion, launching of new product lines, etc.
- Monitor progress and submit performance reports
- Responsible for producing valuable content for PNGTPA's online presence, editorial design and organizing the company's publications
- Conduct general market research to keep abreast of trends and competitor's marketing movements
- Control budgets and allocate resources among projects
- Become the organization's agent towards external parties such as media, stakeholders and potential clients and build strategic partnerships
- And any other tasks/duties as directed by the Chief Executive Officer

- Lead and manage a team of Marketing & Promotions Officers including providing direction, work allocation, professional development, and performance management to ensure that staff deliver high-quality outcomes and develop the capabilities to meet current and future needs;
- Direct the delivery of high-quality strategic decision-making and analysis to ensure the key strategic and operational decisions of PNGTPA are informed by high-quality information and to meet the external reporting requirements associated with the role;
- Participate as an Executive Leadership team member and contribute to organizational decision-making, planning, and continual improvement to efficiently and effectively deliver programs that support organizational priorities.
- And any other tasks as directed by the Chief Executive Officer

Quality Customer Service

- Ensure regularly meet with Marketing & Promotions staff and executive managers to obtain feedback on tourism marketing and promotion systems and areas for development, and act on customer feedback to improve systems, processes, and procedures;
- 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

- Ensure that the Marketing & Promotions Division teamwork and corporate with other team members with honesty and respect.
- Create a high-performing team culture in the Marketing & Promotions Division to meet and exceed customer expectations;

Occupational Health and Safety

- Lead in monitoring aspects of OHSE in the organization and ensure that all work processes and systems are in compliance with PNGTPA OHSE procedures and report any concerns to the relevant staff and/or safety representatives;
- Perform duties safely and responsibly by PNGTPA OHSE policies.
- Identify and develop Human Resources Risk Management strategies to safeguard the commercial interests of PNGTPA;

Quality of Work

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

Continuous Improvement

- Ensure to encourage and guide employees to 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).

- BSc/BA in business administration, marketing and communications or relevant field
- Minimum 10 - 15 years of work experience in a similar capacity in the public or private sector
- Demonstrated experience at the senior executive level in Policy Development for a diverse, complex organization;
- Strong working background in Public Services Financial Manual, Public Services Management Act.
- Extensive knowledge and experience in the tourism industry in PNG.
- Excellent program planning, management, and leadership skills.
- Ability to communicate and work effectively with key stakeholders of the organization
- Ability to resolve conflict, handle complaints and manage complex situations;
- Proven experience as Marketing Director
- Excellent leadership and organizing skills
- Analytical and creative thinking
- Exquisite communication and interpersonal skills
- Up to speed with current and online marketing techniques and best practices
- Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords
- Customer-oriented approach with aptitude