



JOB DESCRIPTION

JOB TITLE: SENIOR MARKETING OFFICER - INTERNATIONAL		
DIVISION: Marketing & Promotions	BRANCH: Management	SECTION: Marketing & Promotions
REFERENCE NUMBER: TPA.10	DESIGNATION/CLASSIFICATION: Senior Marketing Officer - International, Grade 10	POSITION No.: MPD.012
REPORTING TO: Director – Marketing & Promotions	DIRECT REPORTS: Senior Marketing Officers – International	LOCATION: Port Moresby
COMPILED BY: Human Resource Officer Date:	AGREED BY EMPLOYEE: Senior Marketing Officer - International Date:	APPROVED BY: Eric Mossman Uvovo Chief Executive Officer Date:

POSITION SUMMARY:

- The Senior Marketing Officer International is responsible for the coordination and liaison of all marketing and promotional activities in all International Markets.
- The incumbent will be an advocate for PNGTPA and will work closely with the Director – Marketing & Promotions 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 Director – Marketing & Promotions to formulate divisional service strategies, key performance expectations, divisional plans, and monitoring systems to ensure they are effective and meeting division and organizational objectives;
- Assist Director – Marketing & Promotions to plan, develop, and implement strategies for the 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 a senior team member by participating in the divisional planning meetings and disseminating information;
- Provide strategic advice, guidance, assistance, and support to inform, develop and execute business strategies within the division;

Human Resource Management and leadership

- Facilitate, liaise and maintain communications with divisions in ensuring correct procedures are followed in the areas of Tourism Product Development;
- Provide timely, constructive, and objective feedback to Marketing & Promotions Team;
- Provide necessary support for the successful implementation of the Tourism Sector Development Plan (TSDP);

Product Development

- Assist in the development, review, and implementation of tourism product policies, procedures, and systems;

- Ensure that policies and procedures are regularly reviewed and updated as necessary in line with changing business needs;
- Assist management, staff and stakeholders with interpreting and applying Tourism policies and procedures;

General Duties

- Oversee the Marketing Officers in their implementation of the marketing strategy and their annual activities.
- Be directly responsible for the International (Europe, Asia, America, Australia, New Zealand, and Pacific) Markets by liaising with the representatives on a regular basis to ensure the annual activity plan is appropriately implemented and activities are kept within budget.
- Coordinate marketing campaigns, advertising or public relations activities in all primary markets.
- Understand and interpret International and Domestic visitor expectations and facilitate them to appropriate tourism products.
- Ensure quarterly Reports of all Projects and Markets are presented to Management and relevant stakeholders/industry members.
- Coordinate International Trade Events, establish industry contacts, and public relations strategies.
- Liaise and build relationships with tourism industry stakeholders such as PNGTIA, PNGDA, SAPNG;
- Support the Director – Marketing & Promotions in other marketing initiatives and activities.
- Liaise with Product Development Team on products and services that are market-ready
- Assist Director – Marketing & Promotions to review and compile divisional annual budget.
- Represent PNGTPA in regional meetings such as SPTO, UNWTO, PATA, workshops, seminars, and conferences relating to tourism destination marketing and promotion;
- Undertake any other tasks as directed by the Director – Marketing & Promotions.

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

- Ensure that the Product Development 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

- Assist 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.

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 Director – Marketing & Promotions to meet and exceed customer expectations.

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

- Bachelor's degree in Tourism & Hospitality Management, Business Management, Business Economic, International Relations and or related fields.
- Minimum 5 - 10 years of work experience in a similar capacity in the public or private sector
- 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;
- Excellent verbal and written communication skills.
- Thorough understanding of market developments.
- Thorough understanding of marketing strategies and practices.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Strong analytical and problem-solving skills.
- Strong supervisory and leadership skills.
- Proficient with Microsoft Office Suite or related software.