



JOB DESCRIPTION

JOB TITLE: SENIOR DIGITAL MARKETING OFFICER		
DIVISION: Marketing & Promotions	BRANCH: Management	SECTION: Marketing & Promotions
REFERENCE NUMBER: TPA.10	DESIGNATION/CLASSIFICATION: Senior Digital Marketing Officer -, Grade 10	POSITION No.: MPD.022
REPORTING TO: Director – Marketing & Promotions	DIRECT REPORTS: Digital Marketing Officers	LOCATION: Port Moresby
COMPILED BY: Human Resource Officer	AGREED BY EMPLOYEE: Senior Digital Marketing Officer	APPROVED BY: Eric Mossman Uvovo Chief Executive Officer
Date:	Date:	Date:

POSITION SUMMARY:

- The Senior Digital Marketing Officer will play a supervisory role that involves creating, analyzing, measuring and optimizing online marketing programs to realize marketing goals.
- This involves teaming up with marketing, public relations & Overseas representations to create and deploy highly efficient online marketing programs/websites including blogs, viral campaigns, co-marketing opportunities, Search Engine Optimization and online advertising. The position reports directly to the Director – Marketing & Promotions.
- Deliver presentations and facilitate workshops on tourism product promotions;
- 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

- Plan, Design, and implement organization website and update website content.
- Assist Developers/Consultants in the organization's Web Site Design and Development
- Develop, manage and implement social media strategy that includes online marketing, activities over Facebook (Live Streaming), Flickr, YouTube, Myspace, LinkedIn, PNG Tourism Twitter account and the PNG Tourism website ad blogs.
- Manage and update PNGTPA Website Portal and its contents including the overseas office sub-website.
- Continuously update PNGTPA Website and Internet with promotional products in consultation with Marketing and Product development Divisions within PNGTPA.
- Propose new Internet marketing strategies for improvement and internet marketing.
- Carry out online research and survey to access online demands, brand positioning, and awareness.
- Keep the PNG Tourism Website current and relevant products by updating the website contents.
- Analyse and report program performance, provide recommendations, and result for improvement and modifications to the TPA Website and Intranet.
- Liaise and build relationships with a range of stakeholders and industry members.
- Maintain a comprehension of PNG Tourism Newsletters with the aim to increase news Letter subscriptions and social networking fan page subscriptions.
- Manage regular reporting and tracking and report metrics appropriately and flag issues for management consideration.
- Assist the Senior IT Officer in the design and modification of the PNGTPA Website.
- Support the Director and Senior Marketing Officer in other marketing initiatives and activities.
- Act in the position of the Director when required
- Support the Director – Marketing & Promotions in other marketing initiatives and activities.
- Act in the position of the Director when required
- Liaise with Product Development Team on those products and services that are fully developed and ready to be placed on the market for tourist to visit and experience.
- Assist Director – Marketing & Promotions to review and compile divisional annual budget.
- Represent PNGTPA in regional meetings, negotiations, workshops, seminars, and conferences relating to tourism product marketing and promotion;
- Model good governance by behaving ethically at all times.
- 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 computing, Computer Science, Business Management, Tourism and Hospitality Management, Communications, 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.

