



JOB DESCRIPTION

JOB TITLE: DIRECTOR – PROVINCIAL COORDINATION & PRODUCT DEVELOPMENT		
DIVISION: Provincial Coordination & Product Development (PCPD)	BRANCH: Management	SECTION: Provincial Coordination & Product Development (PCPD)
REFERENCE NUMBER: TPA.12	DESIGNATION/CLASSIFICATION: Director – Provincial Coordination & Product Development (PCPD), Grade 12	POSITION No.: PCPD.065
REPORTING TO: Chief Executive Officer	DIRECT REPORTS: Senior Product Development Officer and Senior Provincial Liaison Officer	LOCATION: Port Moresby
COMPILED BY: Human Resource Officer Date:	AGREED BY EMPLOYEE: Director – Provincial Coordination & Product Development Date:	APPROVED BY: Eric Mossman Uvovo Chief Executive Officer Date:

POSITION SUMMARY:

- The Director is responsible for the operations of Provincial Coordination and Product Development Division functions.
- This position is responsible for facilitating investment and the development of quality tourism products that are market-driven and coordinating policy and government agency input to support tourism development at the national and provincial levels;
- The main purpose of this position is to review, analyze and cultivate tourism product development ideas and initiatives, recommend changes and enhancement to improve existing tourism products within provinces in PNG;
- The role provides timely, expert, and strategic information and advice to PNGTPA's CEO and Senior Executive Team to facilitate effective decisions concerning tourism product development;
- The role sets the Provincial Coordination & Product Development group's strategies and directions and allocates priorities and resources within Division;
- The role is a member of the Executive Leadership team and contributes to organizational decision-making, planning, and continual improvement. The role is fully accountable for the quality, integrity, and validity of information and advice provided;
- 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 corporate service 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 Provincial Coordination & Product Development 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 Development;
- Coach and mentor Provincial Coordination & Product Development 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

- Initiate reviews and compile Tourism Product Development Policies and Procedures, recommend changes and enhancements to improve operational effectiveness, clarity, consistency, and adherence to the core function of PNG Tourism Promotion Authority;
- Ensure all NEC/CACC submissions are done for each Ministerial statement for presentation;
- Represent PNG Tourism Promotion Authority in regional and international meetings.
- Maintain regular interactions with the Government Line Agencies, Provincial Tourism Offices, and Bureaus, Statutory Authorities, and PNG Tourism Industry Association for the successful and smooth operation of tourism products.
- Review and compile the divisional annual budget.
- Co-ordinate the activities of the Division to ensure that the strategic outcomes of the Corporate Plan are achieved
- Provide leadership within the Division by ensuring that Divisional Management Action Plans (MAP) and Annual Work Plans are developed, implemented, and monitored.
- Lead and develop standards and processes for tourism product development;
- Ensure that labeling and marketing/promotional literature match product specifications;
- Research and monitor existing client base and industry development and identify potential new product opportunities;
- Lead research in order to determine the best way to develop a particular tourism product in a province;
- Oversees product development amongst a team of individuals;
- Research the patents, copyrights, and trademarks in order to make sure there are no infringement issues involved in the development of tourism products in PNG;

- Ensures that every development phase of a particular tourism product development project proceeds as scheduled;
- Makes adjustments to a development plan whenever the current idea is not working well
- Undertake any other tasks as directed by the Chief Executive Officer
- Lead the strategic direction, planning, decision-making, and overall performance of the Provincial Coordination & Product Development Division to ensure Tourism Product Development align with business needs and organizational objectives;
- Prepare various submissions, ministerial statements, and speeches and also provide policy advice to the Management if and when needed;
- 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;
- Review and compile the divisional annual budget from time to time;
- Oversea the supervision of divisional staff and manage staff performance and reporting;
- Lead and manage a team of Provincial Coordination & Product Development 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 Provincial Coordination & Product Development staff and executive managers to obtain feedback on tourism policy and planning service 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 Provincial Coordination & Product Development Division teamwork and corporate with other team members with honesty and respect.
- Create a high-performing team culture in the Provincial Coordination & Product Development 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 Provincial Coordination & Product Development Division to meet and exceed customer expectations.

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

- Bachelor's degree in Tourism, Public Policy, Business Economics, or related fields;
- Minimum 10 - 15 years of work experience in a similar capacity in the public or private sector
- Experience in various Policy Development and Planning practices and procedures;
- 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 (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;