

The British Virgin Islands Tourist Board and Film Commission invites suitably qualified BVI Islanders to fill the position of **DIRECTOR OF TOURISM**.

The successful applicant will be required to determine and formulate policies and business strategies to provide the overall direction of the BVI Tourist Board and Film Commission. Applicants must be able to plan, organize, direct and control operational activities at the highest level of management with the help of subordinate managers.

EDUCATIONAL REQUIREMENTS: -

- A Master's Degree in Tourism, Marketing, Public Relations, Communications, Business, Public Administration, or a Bachelor's degree in the related fields with significant experience in the tourism industry.

EXPERIENCE

- Five to seven years' experience in the tourism, marketing, and staff and budget management.
- Demonstrated experience in developing and implementing, innovating promotion/communication strategies for significant tourism projects.

DESIRED QUALITIES/ATTRIBUTES

- Commitment to the mission, goals and expectations of the BVI Tourist Board and Film Commission
- Considerable proficiency in the art of management
- Exceptional record of research performance and professionalism and personal achievement
- Leadership experience in complex environments
- Strong commitment to the highest levels of openness, character, and integrity
- Outstanding communication skills and the ability to formulate clear organizational goals for the BVI Tourist Board and Film Commission and its programmes
- Ability to make timely and difficult decisions
- Demonstrated ability to develop and motivate an outstanding team
- Demonstration of a high level of dependability
- Project a positive image
- Bring a creative and entrepreneurial approach to problem solving
- Stamina to cope with pressure, long hours etc.
- Be highly confidential, professional, mature, and capable of relating appropriately with individuals of various social backgrounds
- Versatility and innovativeness

TOURISM DEVELOPMENT/HERITAGE ASSETS

The successful applicant must have the ability to:-

- Foster a culture of collaboration that would encourage the development of public/private partnerships so that their combined skills and resources can be harnessed in support of developing heritage products.
- Embrace the development of heritage assets as a requirement for sustainable development so that the product reflects the culture and aspirations of the BVI people.
- Direct promotional focus towards the BVI's uniqueness – diversity of beaches, flora/fauna and their habitats, culture (including arts and craft) sporting tradition and social customs, and the built heritage.

The successful applicant must also possess the following skills:-

- Sound knowledge of computer applications such as MS Word Suite
- Exceptional Customer Service Skills
- Detailed oriented
- Good project management skills
- Sound analytical skills and ability to manage and recommend solutions to complex situations
- Strength in multitasking and meeting deadlines
- Excellent oral and written communication skills

PRIMARY RESPONSIBILITIES

Principal duties and key responsibilities will include but are not limited to the following: -

- Developing initiatives to cover gaps/weaknesses in the BVI product and improving its effectiveness.
- Developing strategies whereby the quality of visitor's experience may be enhanced, and the product offered may be improved.
- Developing policies and procedures to move the BVI's tourism product forward.
- Moving the BVI towards becoming a complete, diverse, and unique warm weather tourist destination.
- Facilitating the development of the wider tourism product and promoting the achievement of rapid growth based on a sustainable market position.
- Facilitating and maintaining the BVI Tourist Board's developmental role of opening new markets, strengthening under-developed markets, and supporting those areas of the industry in need of assistance.
- Producing an annual public relations and marketing plan for presentation to the Board of Directors and coordinating the activities of the advertising agencies secured to ensure successful implementation.
- Maintaining contact and good rapport with the Board of Directors and Stakeholders.

A salary will be determined commensurate with qualification and experience. Benefits will include travel and entertainment allowances. The successful candidate must be able to travel on short notice.

Interested persons are encouraged to submit their resume and other related documents to: -

The Chairperson
BVI Tourist Board & Film Commission
P. O. Box 134
Road Town, Tortola
British Virgin Islands
VG 1110

The deadline for the submission of applications is: **JUNE 5, 2020.**