

JOB VACANCY

CHIEF EXECUTIVE OFFICER

Tourism is a key component in the financial growth of Grenada, Carriacou and Petit Martinique. With this in mind The Grenada Tourism Authority is seeking a forward thinking, experienced professional to lead its team of employees and to drive the tourism sector on a national and international level.

The successful candidate will ensure that strategies, action plans, systems and procedures are efficiently managed to drive the continued growth of Tourism in Grenada.

Contract Type

Fixed Term

Key duties and responsibilities:

- Lead the Grenada Tourism Authority as the primary tourism marketing agency for Grenada.
- Actively promote Grenada's tourism industry on a national and international level.
- Drive the development and execution of effective marketing strategies, including a strong emphasis on digital marketing, to increase the value of tourism in Grenada.
- Drive the development and enhancement of Grenada's tourism product to increase levels of consumer satisfaction.
- Deliver sustainable tourism and economic growth from key regional and international markets.
- Advise the Board of Directors and the Minister of Tourism on tourism related matters.
- Make recommendations and execute policies and decisions as agreed by the Board of Directors.
- Provide effective leadership and ensure efficient financial management in compliance with financial legislation.

Qualifications, Skills and Experience:

- A post graduate degree in Business, Tourism, Marketing, or related discipline and at least seven years' experience at a Senior Management level **OR** an undergraduate degree in Business, Tourism or Marketing, or related discipline and at least ten years' experience at a Senior Management level.
- Experience of successfully driving a business agenda in a fast paced environment.
- Expertise in the formation of strategic initiatives.
- Knowledge of global trends in tourism, the operation of international tourism markets and the Grenada tourism industry.
- Commitment to delivering outstanding results.
- Business savvy with excellent negotiating, networking and interpersonal skills.
- An understanding of the public sector environment and issues affecting the Grenada tourism industry.
- Proven strong leadership with the ability to coach, motivate and mentor teams and individuals.
- A passion for and commitment to, the tourism industry in Grenada.

To apply please forward your curriculum vitae by, 15th October 2016 to:

**The Chairman
Grenada Tourism Authority
P.O.BOX 293
St Georges, Grenada**

Or e-mail to: vbromfield@puregrenada.com

Only successful candidates will be acknowledged.