



TOURISM DEPARTMENT

WE ARE HIRING

Director – International Marketing

JOB SUMMARY:

The Director International Marketing is responsible for driving Seychelles' marketing efforts globally across multiple markets. This role focuses on overarching marketing strategy development, stakeholder relationship management, cross-market coordination, and ensuring brand consistency globally.

DUTIES AND RESPONSIBILITIES

Management and Supervision

1. Manage the overall operation of the International Marketing Section.
2. Supervise Area Marketing Managers and overseas offices to ensure delivery of aligned campaigns.
3. Exercise general supervision over the staff i.e., behaviour, correct office procedure, training, and general approach to duty.
4. Conduct performance reviews and initiate disciplinary measures as needed in liaison with the HR Section for employees of the section.
5. Motivate staff of the section to facilitate excellent communication, teamwork, staff morale, service delivery and accountability.
6. Represent the section, Division and Department, at meetings or conferences and on committees as and when required.
7. Responsible for the section's submission and reporting on performance, targets, budgets etc. as required.

Planning and Budgeting

1. Oversee the international marketing budget, ensuring financial accountability and reporting.
2. Coordinate the preparation of the section's annual budget and monitoring of spending.

Operations

1. Develop and lead the global marketing and communications strategy for Destination Seychelles, ensuring alignment with the organization's strategic goals.
2. Oversee the integration of digital marketing, global public relations, event marketing, and strategic partnerships to deliver consistent brand messaging and impactful global outreach.

3. Direct and supervise destination-wide communications, ensuring synergy across all messaging, media engagements, and promotional content to build and protect Seychelles' brand reputation worldwide.
4. Align marketing and PR campaigns across international markets to maintain a unified global identity while respecting regional market nuances.
5. Monitor global tourism trends, consumer behaviors, and emerging opportunities to inform strategy, enhance destination positioning, and maximize competitiveness.
6. Align and harmonize marketing initiatives across international markets to maintain a unified brand message while respecting regional market nuances.
7. Represent Seychelles in high-level global tourism events, meetings, forums, and negotiations.
8. Serve as the principal liaison between Tourism Seychelles and key international partners, tourism authorities, media outlets, and other stakeholders.
9. Foster collaborative relationships with Destination Management Companies (DMCs), hotel groups, airlines, and other tourism industry players, both locally and abroad.
10. Conduct high-level stakeholder engagement to ensure alignment and support for international marketing efforts.
11. Provide strategic oversight and guidance in support of market teams and their respective specific marketing efforts.
12. Coordinate the development and dissemination of compelling destination presentations, press materials, and media content in collaboration with the Communications team.
13. Contribute to the planning and implementation of global campaigns and special projects.
14. Oversee the coordination and implementation of market research, consumer insights, and competitor analysis to support data-driven decision-making.
15. Continuously evaluate marketing effectiveness and recommend adjustments to maintain market relevance and achieve strategic objectives.
16. Act as the lead for crisis communication in assigned markets, ensuring accurate and timely dissemination of information in collaboration with internal teams.
17. Coordinate and implement rapid response plans during crises or international incidents that may impact the destination's image.
18. Identify and assess risks and threats to the brand's reputation and provide strategic mitigation solutions to the Executive Team.
19. Monitor global market trends to maximise opportunities and manage risks cross all markets line with strategic objectives.
20. Any other related duties.

QUALIFICATIONS & EXPERIENCE

- Degree in Marketing, International Business or a related field
- Minimum 5 years related working experience with at least 3 years as a Supervisory role
- Five years as a Market Manager, with proven good performance.

SKILLS & COMPETENCIES

- Strong management skills and strong strategic thinking ability
- Strong communication, negotiation and interpersonal skills.
- Proficient in developing and managing budgets.
- knowledge and experience of the destination and different markets