



TOURISM DEPARTMENT

WE ARE HIRING

Director – Local Marketing

JOB SUMMARY:

The Director for Local Marketing is responsible for the coordination and oversight of all local marketing and customer engagement initiatives of the Department. The Director is expected to develop and execute innovative strategies that strengthen the visibility and accessibility of the Department's services domestically and enhance visitor satisfaction.

DUTIES AND RESPONSIBILITIES

Management and Supervision

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

Planning and Budgeting

1. Oversee the planning, development, and implementation of the section's work plan.
2. Coordinate the preparation of the section's annual budget and monitoring of spending.

Operations

1. Develop and oversee the implementation of integrated local marketing and customer engagement plans.
2. Ensure alignment between the section's/units and other units/section of the Department fostering cross-functional collaboration and maximizing resource efficiency.
3. Provide strategic leadership and direction for local marketing initiatives targeting the tourism trade, hospitality sector, and local communities, ensuring alignment with national tourism development priorities.
4. Guide the development, implementation, and monitoring of local marketing campaigns and events ensuring consistent brand representation, message clarity, and measurable impact.
5. Approve and supervise the implementation of content strategies for all digital platforms, including the official website and social media channels, ensuring timely, engaging, and relevant communication to target audiences.

6. Promote tourism-related activities and events through coordinated campaigns aimed at encouraging visitor spending and enhancing overall visitor satisfaction.
7. Oversee the planning, coordination, and execution of local events, public engagement initiatives, and stakeholder communication programs.
8. Represent Tourism Seychelles at public events, engagements, and stakeholder forums as required, enhancing the organization's visibility and local presence.
9. Coordinate entertainment programs and visitor-facing experiences in collaboration with trade partners, local businesses, and community stakeholders to enrich the visitor experience.
10. Provide strategic oversight and performance direction to the Customer Services Unit, ensuring quality in service delivery, public engagement, and responsiveness to visitor needs.
11. Foster a culture of proactive customer service and accountability in handling public queries, complaints, and feedback.
12. Ensure the implementation and continuous improvement of feedback collection mechanisms, service quality monitoring tools, and public sentiment analysis systems.
13. Act as the principal liaison for local marketing matters with other government agencies, industry stakeholders, and the tourism trade.
14. Facilitate interdepartmental collaboration to ensure coordinated messaging and unified support for national tourism campaigns and initiatives.
15. Establish and monitor Key Performance Indicators (KPIs) for both the Customer Services and Marketing & Communications Units, ensuring strategic objectives are met within budget and timelines.
16. Prepare and present progress reports, campaign performance assessments, and customer satisfaction analyses to senior management.
17. Recommend improvements based on performance data, market trends, public sentiment, and service quality outcomes.
18. Any other related duties.

QUALIFICATIONS & EXPERIENCE

- Degree in Marketing, Communications, Public Relations, Economics, Business Administration or a related field plus five years related working experience
- Five years as a Manager, with proven good performance.
- Demonstrated experience in leading teams and managing cross-functional units.

SKILLS & COMPETENCIES

- Strong strategic thinking and leadership abilities.
- Excellent management skills, ability to manage multi projects.
- Excellent interpersonal, stakeholder engagement and negotiating skills.
- Pleasant, dynamic, able to work under pressure, innovative and proactive.
- Strong written and verbal communication skills in English and French
- High level of organizational and project management capability.