



JOB DESCRIPTION

JOB TITLE: COORDINATOR INTERNATIONAL MARKETS

TITLE OF IMMEDIATE SUPERVISOR: Chief Marketing Officer

1. MANDATE

Generally accountable for implementing the marketing and promotional initiatives designed to highlight Anguilla as a tourism destination among targeted countries regionally and internationally.

2. KEY DUTIES

- i. Focus on opportunities and challenges of the head office and its international offices to optimize tourist arrival from these markets;
- ii. Assist CMO in administering and managing the ATB's International Markets' operations
- iii. Assist CMO in ensuring that the marketing of the destination is efficient and results in increased tourist arrivals and value for money;
- iv. Assist CMO on strategies to mitigate or reduce barriers to international and regional tourism development.
- v. Ensure stable and good relations with and among international offices, the ATB and stakeholders;
- vi. Assist CMO in ensuring consistency in the brand messaging in all markets;
- vii. Implement the marketing plans and programmes, within the International Markets; as finalized by the CMO, of the ATB
- viii. Supervise the international offices and ensure that they meet the requirements of the ATB;
- ix. Ensure that familiarization visits executed by ATB are efficiently undertaken, relevant to the interests of the agents, operators, press; and reflect the diversity of the Anguilla Experience;
- x. Assist with promotional activities, as directed by the CMO including representing where required, Anguilla as a tourism destination both regionally and internationally;
- xi. Collaborate with the international offices to provide information to the marketing unit with respect to market conditions and recommend, events and programmes best suited for the destination
- xii. Update international markets on relevant matters affecting the destination and/or the product;
- xiii. Manage the budget of, and payment for services to International markets;
- xiv. Perform any other job-related duties as assigned

3.

KEY REPORTS

Annual reports pertinent to regional and international markets for the consideration of Tourism, the Chief Marketing Officer, Director and the Board members.

4.

PERSONAL QUALIFICATIONS

The incumbent should be conversant with current trends, in the Tourism and Hospitality Industry, particularly in the international market and should possess the skills necessary to work with international and other stakeholders to promote the Anguilla Tourism industry, so as to ensure that it is a key player in the economic growth and development of Anguilla. The incumbent should also possess the ability to communicate effectively in accordance with best practices in the Tourism and Hospitality Industry inclusive of marketing initiatives.

Such knowledge, skills and abilities are normally obtained in the process of acquisition of a Bachelor's degree in International Tourism Management, or a related field. Specialized training in Marketing and or Event Planning would be an asset. The incumbent should have at least five years' experience in a similar or related post in the Tourism and Hospitality industry.

This document is intended to reflect those factors considered necessary to describe the principal functions of your job and is not to be construed as a detailed description of all work requirements that may be inherent in the job.