

Anguilla Tourist Board



JOB DESCRIPTION

JOB TITLE: MARKETING OFFICER - LOCAL AND REGIONAL

TITLE OF IMMEDIATE SUPERVISOR : CHIEF MARKETING OFFICER

1. MANDATE

Under the general direction of the Chief Marketing Officer assists with the development, implementation, monitoring and continuous review of the marketing plan for the Local and Regional markets; oversees the activities of outsourced marketing agencies; monitors and evaluates marketing performance in local and regional markets; guides the development of, or develops promotional materials for the niche product markets under his/her responsibility; maintains communication and productive relationships with key tourism industry stakeholders in Anguilla and overseas; liaises with Destination Experience

2. KEY DUTIES AND RESPONSIBILITIES

- (i) Assists the CMO with the design and implementation of targeted marketing campaigns to attract tourists to the destination.
- (ii) Collaborate with advertising agencies and other partners to create compelling promotional materials.
- (iii) Assists with the planning, organizing and implementation of familiarization visits for travel writers, influencers and travel agents from regional markets.
- (iv) Assists with the development and implementation of the Digital Strategy for the ATB (for local and regional markets
- (v) Provides responses to enquiries from regional and local operators in the Tourism Industry;
- (vi) Liaises with Destination Experience to maintain current data on available tourism experiences
- (vii) Monitors and evaluates marketing performance in assigned area(s);
- (viii) Assists with the development of promotional materials.
- (ix) Maintain the ATB's corporate Facebook Page and LinkedIn Company page to ensure visibility and reputation management.
- (x) Assists the CMO with the development and implementation of strategic initiatives for the website(s), social media, creative design, still images and video while working with approved third parties and a content creation team.
- (xi) Works closely with the agency responsible for the implementation of the global social media strategy and approves the content calendar with CMO on a bi-weekly basis.
- (xii) Ensures the timely upload of press releases and works with the webmaster to ensure the website is functional and updated.
- (xiii) Creates communication strategies for sustainable relationships with Tourism stakeholders;
- (xiv) Provides information to stakeholders to develop awareness of market potential and marketing opportunities among members of the tourism industry;
- (xv) Evaluates the effectiveness of the communication programme;
- (xvi) Communicates to CMO any modifications needed for change to communication strategy.
- (xvii) Collaborate with the CMO on the development of the Unit's annual budget based on geographical and niche Marketing Plan;
- (xviii) Assists CMO to monitor the use of funds assigned to area of operation;
- (xix) Assists CMO with evaluating the achievement of targets against budgetary allocation;
- (xx) Makes proposals for adjustment to allocations as necessary.

3. KEY RELATIONSHIPS

- i. Report to Chief Marketing Officer.
- ii. Liaise with the Ministry of Tourism, the Anguilla Hotel & Tourism Association, the Anguilla Chamber of Commerce and Industry, and senior ATB personnel.

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5. KEY REPORTS

Data Analytics Reporting.

6. PERSONAL QUALIFICATIONS

Bachelor's Degree in Marketing, Communications or related field.

3 – 5 years of professional experience in Marketing

Must be knowledgeable of current trends, in the Tourism and Hospitality Industry

Knowledge of Social Media

Hands -on experience in digital marketing, including website management, search engine marketing and social media marketing

Strong communication. interpersonal and organizational skills

Excellent time management and organizational skills

Specialized training in Tourism and experience in a similar or related post in the Tourism and Hospitality industry would be an asset.

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.