

<b>Job Holder's name</b>	
<b>Employer</b>	Tonga Tourism Authority
<b>Location</b>	Nuku'alofa, Tongatapu
<b>Position</b>	Principal Marketing Officer
<b>Department</b>	Marketing and Promotions
<b>Reports to</b>	Marketing and Promotions Manager
<b>Job Purpose</b>	<p>The Principal Marketing Officer position exists to support the Marketing and Promotions Manager in managing and delivering activities under the Marketing Unit of the Division.</p> <p>This includes brand audit, producing new brand guidelines for Tonga, and development of tailored marketing strategies to fit each target segment.</p> <p>They are accountable for effectively contributing to the achievement of the Tonga Tourism Authority's vision and purpose.</p>

Key Accountabilities:

<b>Core Areas of Accountability</b>	<b>Key Responsibilities</b>	<b>Key Performance Indicators</b>
Leadership	<ul style="list-style-type: none"> <li>Understood and support our division's core outputs and responsibilities</li> <li>Encourage Sales Unit staff to look for new ways to do things within appropriate systems and processes, to add value to TTAB operations</li> <li>Provide Counselor advice when necessary to team.</li> <li>Support in leading and managing the team by providing guidance, mentorship, and development opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Team Goals Achievement: Percentage of team goals achieved within specified timelines.</li> <li>Number of new ideas implemented by the sales unit.</li> <li>Conflict Resolution: Number of conflicts successfully resolved.</li> <li>Team Collaboration: Measures of teamwork and cooperation among team members.</li> </ul>
Planning	<ul style="list-style-type: none"> <li>Responsible for initial draft of Marketing Division AMP</li> <li>Responsible for initial draft of Marketing Strategy plan</li> <li>Initial draft of Marketing Budget and marketing activities</li> <li>Track the unit's activities and budget</li> </ul>	<ul style="list-style-type: none"> <li>AMP submitted for approval in accordance with internal schedule and deadlines.</li> <li>Quarterly and Bi-annually update on status of budget submitted according to internal schedule and deadlines.</li> <li>Units' activities are delivered as planned</li> <li>Budget, plans and report draft(s) submitted according to internal deadlines.</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>Conduct statistical analyses on the number of visitor arrivals into Tonga</li> </ul>	<ul style="list-style-type: none"> <li>Statistical Analysis of visitor arrivals is submitted according to internal</li> </ul>

	<ul style="list-style-type: none"> <li>• Report these analyses in a monthly, quarterly, biannually and annual basis</li> <li>• Disseminate reports to the industry</li> </ul>	<p>schedule and deadlines and with 100% accuracy.</p> <ul style="list-style-type: none"> <li>• Disseminations of reports to the industry meets internal schedule and deadlines.</li> </ul>
<b>Marketing and Promotions Functions</b>		
Stimulate VFR market	<ul style="list-style-type: none"> <li>• Actively participate in creating campaign for the VFR market</li> <li>• Develop strategies to encourage local residents to invite their family and friends to visit Tonga.</li> <li>• Identify new initiatives to grow the VFR market</li> </ul>	<ul style="list-style-type: none"> <li>• Number of Campaigns initiated towards the development of the VFR Market.</li> <li>• Number of VFR packages are formed and promoted</li> <li>• Increased number of VFR arrivals into Tonga</li> </ul>
Building Demand for our brand	<ul style="list-style-type: none"> <li>• Collaborate with international agencies in performing a brand audits to assess the current brand metrics</li> <li>• Collaborate with relevant agencies in developing new brand guidelines for Tonga</li> <li>• Collaborate in promoting Tonga's brand internationally via brand campaigns</li> <li>• Increase brand awareness through relevant marketing and promotional activities.</li> <li>• Monitor brand health and reputation.</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Audit report is in place and approved</li> <li>• Accuracy and timeliness of submitting the Brand Guidelines</li> <li>• Proposed Branding strategies are implemented effectively</li> <li>• Number of campaigns developed and implemented to raise awareness of Tonga's new brand.</li> <li>• Increased number of followers, traffic, and inquiries</li> </ul>
Trade Marketing	<ul style="list-style-type: none"> <li>• Draft JV agreements with trade agencies when required.</li> <li>• Update and feed trade partners' airlines with updated information on Tonga Tourism.</li> <li>• Facilitate coordinating FAMIL trips and film companies visiting Tonga</li> <li>• Able to attend trade shows when required</li> </ul>	<ul style="list-style-type: none"> <li>• No. of Joint Ventures established</li> <li>• No. of travel and trade shows attended</li> <li>• No. of FAMIL trips hosted</li> </ul>
Consumer Marketing	<ul style="list-style-type: none"> <li>• Ensure that targeted customers have access to the correct and updated information to ease their holiday plans</li> <li>• Create competitive campaigns and content for outdoor promotion to increase awareness</li> <li>• Ability to attend and promote Tonga in key consumer shows when required</li> <li>• Report on the impacts of attending each consumer shows.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% Accuracy of our tourism database</li> <li>• No. of consumer shows attended</li> <li>• Number of necessary outdoor consumer marketing activities implemented according to internal schedule and deadlines.</li> </ul>

		<ul style="list-style-type: none"> <li>• Reports on attending consumer shows submitted within one week of return.</li> <li>• Reports on the impact of attending each consumer show is submitted after 3 months of attending.</li> </ul>
Tourism Businesses Database	<ul style="list-style-type: none"> <li>• Lead and conduct an annual situational analysis of all tourism business</li> <li>• Conduct a spot check every 6 months to update the information on our existing products and services</li> <li>• Reporting on both assessments</li> </ul>	<ul style="list-style-type: none"> <li>• Database is regularly updated as per internal schedule and deadlines.</li> <li>• Accuracy and Timeliness of the report</li> </ul>
Develop high-visibility marketing activities	<ul style="list-style-type: none"> <li>• Liaise and collect updated tourism-relevant data from the responsible authority</li> <li>• Conduct market segmentation by developing specific strategies to ensure maximum value for each segment</li> <li>• Facilitate tailoring marketing activities for each target segment</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new market segments identified.</li> <li>• A detailed data analysis of each segment is reported as per internal schedule and deadlines.</li> <li>• A comprehensive summary of all the marketing activities delivered as per internal schedule and deadlines.</li> </ul>
Marketing Collaterals & Merchandise	<ul style="list-style-type: none"> <li>• Advise and support the Sales Unit with providing feedback on the designs and proofreading of marketing collaterals such as maps, guidebooks etc.</li> <li>• Coordinate production of marketing collaterals with the Sales Unit.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% Accuracy of collaterals before printing.</li> <li>• The production of marketing collaterals meets internal schedule and deadlines</li> </ul>
Cruise Ships	<ul style="list-style-type: none"> <li>• Collaborate and collaborate with relevant agencies to develop Cruise Ship Marketing Strategy for Tonga</li> <li>• Liaise with the responsible authority to collect cruise ship data</li> <li>• Provide evidence-based insights and recommended ways to improve the excursionist experience here in Tonga</li> </ul>	<ul style="list-style-type: none"> <li>• Cruise Ship Marketing Strategy is developed</li> <li>• Report on relevant cruise ship data and insights are presented when required</li> <li>• No. of new activities and tours initiated</li> </ul>
Events Marketing	<ul style="list-style-type: none"> <li>• Represent TTABs in all identified events committee meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Accuracy and timeliness of producing the calendar of events</li> </ul>

	<ul style="list-style-type: none"> <li>Facilitate the coordinating and marketing of the events</li> </ul>	<ul style="list-style-type: none"> <li>No. of inquiries received</li> </ul>
Promote Sports Tourism	<ul style="list-style-type: none"> <li>Data collection and analysis to confirm the viability of sports tourism in Tonga</li> <li>Identify best sports events for Tonga</li> <li>Ensure that we promote Tonga at every game where our sports team is playing</li> </ul>	<ul style="list-style-type: none"> <li>Report on sports tourism is approved</li> <li>No. of sports celebrities approached and engaged on our social media promotions</li> </ul>
Destination Awareness	<ul style="list-style-type: none"> <li>Develop marketing activities to boost awareness of Tonga as a holiday destination in our key source markets</li> <li>Identify opportunities to advertise Tonga on popular magazines distributed in key sources and emerging markets.</li> <li>Create relevant content to be published on selected magazines.</li> </ul>	<ul style="list-style-type: none"> <li>No. of marketing activities executed in key source markets</li> <li>Number of magazines engaged to promote Tonga.</li> <li>Timeliness and relevancy of ads published.</li> </ul>
<b>Source Markets</b>	<ul style="list-style-type: none"> <li>Monitor trends and analyze visitor behavior in New Zealand, Japan and America.</li> <li>Conduct market research in each market to improve engagement and better alignment of marketing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>No. of partnerships developed</li> <li>No. of campaigns launched for each market</li> <li>Yearly research is conducted for each market</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>Actively work together with the rest of the team to support and deliver the outputs required of our division</li> <li>Able to work overtime/after normal working hours/public holidays as required.</li> <li>Perform any other duties required/directed by the General Manager or Managers as required.</li> <li><b><i>This Position Description is not an exhaustive list and employee may be required to fulfil other or alternate duties from time to time during employment</i></b></li> </ul>	<ul style="list-style-type: none"> <li>Number of outputs delivered according to internal schedule and deadlines</li> <li>Customer satisfaction.</li> <li>Compliance with internal policies and procedures.</li> </ul>

### Competencies

<b>Competencies</b>	<p>The job holder must demonstrate and practice the competencies aligned to the organizational values of Tonga Tourism Authority as listed (but not limited to) below:</p> <ul style="list-style-type: none"> <li><b>Customer-oriented</b>- Commitment to making our customers' and stakeholders' satisfaction our priority.</li> <li><b>Performance Orientated</b> – working with the result in mind and influencing others towards the same.</li> <li><b>Respect</b>- Treat all people equally with courtesy, politeness, and kindness.</li> <li><b>Reactiveness</b>- Take the initiative to solve problems, improve ways of doing business and thinks ahead to prepare for situations that may arise.</li> </ul>
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	<ul style="list-style-type: none"> <li>• <b>Reliability and honesty</b>- You can be trusted to do your work correctly and honestly with minimal supervision.</li> <li>• <b>Teamwork</b> - develop achievable but challenging goals with our partners to drive improved performance.</li> <li>• <b>Innovation</b> – embrace new ideas and new ways of doing business for better results.</li> <li>• <b>Self Confidence</b> – displays confidence in interacting with people at all levels of responsibility and in all parts of the organization.</li> <li>• <b>Accountability</b> – carrying out responsibilities to the best of one’s ability</li> <li>• <b>Corporate Responsibility</b> - carrying out our duties lawfully and professionally.</li> </ul>
<b>Essential Skills</b>	<ul style="list-style-type: none"> <li>• Demonstrated sound knowledge of tourism in Tonga and neighbouring countries</li> <li>• Demonstrated excellent IT skills in the Microsoft Office suite</li> <li>• Demonstrated fluency in English and Tongan language, both verbal and written communication</li> <li>• <b>Interpersonal skills</b> – Being able to effectively communicate, interact, and work with different people and groups. Strong communication and interpersonal skills.</li> <li>• <b>Critical thinking</b>- Being able to process and organize facts, data, and other information to define a problem and develop effective solutions.</li> <li>• <b>Problem-solving</b>- Being able to identify and define the problem, generate alternative solutions, evaluate and select the best alternative, and implement the selected solution. Excellent analytical and problem-solving skills.</li> <li>• <b>Negotiations skills</b>- Being able to lead dialogue in a respectful manner that resolves disputes and conflict and reaches mutual agreement and compromise.</li> <li>• <b>Leadership skills</b>- Ability to lead and manage teams effectively.</li> </ul>
<b>Qualifications and Experience</b>	<p><b>Mandatory:</b></p> <ul style="list-style-type: none"> <li>• Master’s degree with at least 2 years’ experience in a similar role OR at least 3 years of relevant working experience</li> <li>• Post Graduate Diploma with at least 1 years’ experience in a similar role OR at least 4 years’ relevant working experience.</li> <li>• Bachelor’s degree with at least 5 years’ experience in a similar role OR at least 6 years relevant working experience</li> <li>• Experience in digital marketing and social media.</li> <li>• Strong understanding of marketing principles, strategies, and tactics.</li> <li>• Relevant tertiary qualification in Tourism, Marketing Management, Management, Business, Communication or a related discipline.</li> </ul>

<b>Signatory</b>	
<b>Post holder</b> Name:	Signature:  Date
Acting General Manager Name: ‘Alamoni Grace Nafe	Signature:  Date