

**GOVERNMENT OF KIRIBATI  
POSITION DESCRIPTION**

<b>1. Ministry:</b> Ministry of Tourism, Commerce, Industry and Cooperatives		
<b>2. Position Title:</b> Tourism Officer (Digital Marketing Officer)	<b>3. Salary Level:</b> Level 11-10/9 -7	<b>4. Division:</b> Tourism Authority Kiribati (Tourism Division)
<b>5. Reports To:</b> Senior Marketing Officer, Tourism Authority Kiribati	<b>6. Direct Reports:</b> CEO, TAK	
<b>7. Primary Objective of the Position:</b>  The primary objective of the position of a digital tourism marketing officer is to implement and assist the Senior Marketing Officer in TAK’s digital marketing strategy to promote tourism in Kiribati, attractions, and services. This involves leveraging various digital channels of the Tourism Authority of Kiribati such as the website, and digital content development (such as videos and digital online campaigns) to increase awareness, attract visitors, and ultimately drive tourism revenue generation. Additionally, the officer may analyze data and trends to optimize marketing campaigns and ensure effective targeting of relevant audiences. The overarching goal is to enhance the visibility and appeal of Kiribati through digital means, thereby contributing to the growth and success of the Kiribati tourism industry.		

<b>8. Position Overview</b>	
9. Financial:	10 Legal: N/A
11. Internal Stakeholders:  TAK staff & MTCIC Admin  To be referred to CEO, TAK: <ul style="list-style-type: none"> <li>• Endorsements &amp; Approvals of activities (content, implementation dates, resources and budget)</li> </ul>	12. External Stakeholders:  <ul style="list-style-type: none"> <li>• Foreign Investment Division (MTCIC) and relevant government departments</li> <li>• Investors (Domestic &amp; Foreign)</li> <li>• Donor agencies</li> <li>• Local and international industry stakeholders</li> </ul>

<ul style="list-style-type: none"> <li>• Endorsements of participation in local and overseas meetings/workshops</li> </ul>		
<p><b>13. KEY ACCOUNTABILITIES</b> (<i>Include linkage to KDP, MOP and Divisional Plan</i>)</p> <ul style="list-style-type: none"> <li>▪ <i>KDP/KPA: KV20</i></li> <li>▪ <i>MOP Outcome:</i></li> <li>▪ <i>Divisional/Departmental/Unit Plan: Kiribati Sustainable Tourism Strategy, etc</i></li> </ul>		
<b>Key Result Area/Major Responsibilities</b>	<b>Major Activities/Duties</b>	<b>Performance Measures/Outcomes</b>
Content Creation and Management	<p>Work and support TAK team units to create and generate engaging and relevant content for TAK’s various digital platforms, such as:</p> <ul style="list-style-type: none"> <li>• Create engaging tourism images, videos &amp; clips.</li> <li>• Designing graphics and promotional materials for TAK</li> <li>• Support TAK’ PR and Communications officer in social media content including “Whats On Tarawa” Mauri Experience promotional campaigns.</li> <li>• Support other TAK units in digital matters.</li> </ul>	Engaging and attractive content are created, available and presented, attracting more tourism to Kiribati and supporting TAK’s digital marketing goals.
Website Management & Tourism Private Sector Website Support	<ul style="list-style-type: none"> <li>• Overseeing the maintenance and optimization of Kiribati tourism destination and corporate website to ensure they are user-friendly, up-to-date, and SEO optimized for search engines. This involves managing content, monitoring performance, and implementing improvements based on analytics data.</li> <li>• Search Engine Optimization (SEO): Optimizing the Kiribati tourism website and content for search engines to improve visibility and organic traffic. This involves keyword research, on-page optimization, link building, and monitoring search engine rankings and traffic.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Website Google Analytics reports based on SEO and CRO are produced.</li> <li>• Local tourism private sector websites are developed &amp; supported and hyperlinked to the Kiribati tourism website.</li> </ul>

	<ul style="list-style-type: none"> <li>Analyzing digital marketing performance metrics such as website traffic, engagement rates, conversion rates, and ROI to evaluate the effectiveness of campaigns and identify areas for improvement. This may involve using analytics tools and generating regular reports for stakeholders.</li> <li>Support Pacific Trade Invest (Australia) or PTI (Australia) local tourism private sector website development project and hyperlinking websites to the Kiribati tourism website.</li> </ul>	
Kiribati Destination Brand Management support	<ul style="list-style-type: none"> <li>Support and ensure the Kiribati Tourism Brand and messaging is implemented &amp; promoted effectively and consistently across all TAK channels, including website, social media, public relations, and other online platforms.</li> <li>Brand Protection: Ensure the Kiribati tourism brand is registered with MTCIC to protect the integrity and reputation of the Kiribati tourism brand, therefore trademark protection, intellectual property rights, and ethical practices.</li> </ul>	<ul style="list-style-type: none"> <li>The Kiribati tourism brand is visibly consistent and promoted across all TAK's online and P.R platforms.</li> <li>The Kiribati tourism brand trademark is registered with MTCIC.</li> </ul>
TAK Image Photography & Media Library Management	<ul style="list-style-type: none"> <li>Conduct tourism &amp; related photography work to improve TAK's media library and to support digital marketing content development.</li> <li>Curation: Select high-quality images and media files that align with TAK's brand, message, and objectives. This may involve acquiring images from photographers, purchasing stock photos, or creating original content.</li> </ul>	TAK's image & media library is well managed and available to support TAK digital promotional content development

	<ul style="list-style-type: none"> <li>• Organization: Creating folders, categorizing files by theme or location, and assigning metadata such as keywords and tags.</li> <li>• Storage: Choosing appropriate storage solutions to securely store and backup image and media files. This may involve using cloud-based storage platforms or other means.</li> <li>• Rights Management: Ensuring that image and media files are used by copyright laws and licensing agreements. This may involve obtaining permission from copyright holders, release &amp; usage rights, and renewing licenses as needed.</li> </ul>	
TAK Marketing Collaboration and Coordination	<ul style="list-style-type: none"> <li>• Working closely with TAK Team, external agencies, tourism stakeholders, and partners to coordinate marketing efforts, align messaging, and maximize promotional impact for Kiribati. This involves effective communication, project management, attending overseas tourism trade meetings, marketing workshops, private sector capacity building workshops in digital marketing and relationship building.</li> </ul>	A number of collaborative efforts and projects are implemented maximizing promotional impacts and generating visitors for Kiribati.

10. Key Challenges	11. Selection Criteria
<ul style="list-style-type: none"> <li>• This position is very technical, requiring a person who is well experienced in content development, graphic designing, photography (image &amp; media), and web development.</li> <li>• to be flexible and sometimes working outside normal working hours can be a key challenge.</li> </ul>	<p><b>11.1 PQR (Position Qualification Requirement):</b></p> <p><b>Education:</b> Bachelor’s degree in digital marketing/media and content development OR other Tourism-related fields. Technical expertise in digital media, website development, graphic design, and content development is recommended.</p>

- Budget constraints to acquire tools/resources or to fund the implementation of activities.

**Health:** Must be healthy physically and mentally. Must be able to work out in the field.

**Key Attributes:**

- A content developer therefore must be very skilled, passionate, and specialized in creating video, images (photography), and graphic design.
- Able to develop and manage websites.
- Must be able to develop a digital marketing strategy.
- Excellent interpersonal and networking skills with the ability to establish and maintain relationships with diverse stakeholders.
- Good communication and presentation skills, both written and verbal Kiribati and English.
- Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.
- Proficiency in using Graphics or infographics software and website development software.
- Fluency in English and is essential. Knowledge of additional languages is an advantage.