

GOVERNMENT OF KIRIBATI
POSITION DESCRIPTION

1. Ministry: MICTTD		
2. Position Title: Assistant Tourism Officer – Product Development & Investment Promotions	3. Salary Level: L15-14/13-12	4. Division: Tourism Authority of Kiribati
5. Reports to: CEO	6. Direct Reports: Tourism Officer – Product Development & Investment Promotions	
<p>7. Primary Objective of the Position: Committed to developing a vibrant and diverse inventory of tourism products and experiences that showcase Kiribati’s unique natural and cultural heritage. Majorly focus on identifying and prioritizing product and experience development opportunities that are based on market research and that reflect Kiribati’s sustainable tourism vision inclusive of improving existing supply and developing new supply. Collaborate with and support public private sector and community partners with their efforts to enhance the visitor experience and/or improve tourism operations/attractions to be more sustainable.</p> <p>Committed to enabling local and foreign sustainable tourism investments by existing and new investors. Supporting investment Promotions Division with tourism investment research and collaborating on identifying, profiling, promoting and facilitating investment opportunities to ensure Kiribati attracts sustainable tourism investment. Collaborate with the government partners to create more enabling conditions for investment.</p>		

8. Position Overview	
9. Financial: Nil	10. Legal: NCS, Tourism Authority Kiribati’s Strategic Plan, Kiribati Sustainable Tourism Policy, Tourism Authority Kiribati’s Digital Marketing Plan, SPTO Marketing Plan, Communications Act.
11. Internal Stakeholders: Tourism Officer – Product Development & Investment Promotions To be referred to CEO - Endorsements & Approvals of activities (implementation dates, resources and budget)	12. External Stakeholders: OB., SPTO, Pacific Trade and Invest, Overseas Trade partners, Overseas investors, Donors, FIC, Tourism Industry operators, Key Ministries & Divisions, Airlines and travel agents and local communities To be referred to CEO

This is position description provides a comprehensive, but not exhaustive, outline of the key activities of the role. It is an expectation that you may be required to perform additional duties as required.

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<ul style="list-style-type: none"> - Endorsements of participations in overseas meetings - Endorsements of trade partner contracts 	<ul style="list-style-type: none"> - Work with tourism industry operators to develop and enhance tourism products and services. - Work and identify overseas trade partners to provide information on tourism products and services of Kiribati. - Work with investors to identify and promote tourism foreign investment opportunities in Kiribati.
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13. KEY ACCOUNTABILITIES *(Include linkage to KDP, MOP and Divisional Plan)*

- *KDP/KPA:*
- *MOP Outcome:*
- *Divisional/Departmental/Unit Plan:*

Key Result Area/Major Responsibilities	Major Activities/Duties	Performance Measures/Outcomes
<p>Assist in the development of existing and new tourism products & services. This includes tourism niche product targeting the High Yielding markets.</p>	<ul style="list-style-type: none"> - Establish and maintain a centralized system for tourism products, service and experiences, categorizing by type, niche segments and relevant tags for easy search and identification, including being women owned - Conduct supply and demand research to identify and prioritize product and experience development opportunities - Assess and identify product and experience development priorities for public sites, including interpretive signage and visitor facilities - Collaborate with the Culture and Museum Division (CMD) to develop a digital map of cultural sites and monuments, prepare cultural tourism site/trail development plans with sustainability measures, and develop sites (e.g. WWII memorial sites in Betio) 	<ul style="list-style-type: none"> - More tourism products & services (activities) - A number of niche products are developed. - Existing products are developed - A number of tour packages developed

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	<ul style="list-style-type: none"> - Collaborate with the CMD, community-based initiatives, women’s groups, traditional knowledge holders and community leaders to develop authentic cultural tourism products and experiences that promote Kiribati’s culture and provide income opportunities for custodians without exploitation. 	
<p>Assist in the tourism investment research, collaborating on identifying, profiling, promoting and facilitating investment opportunities</p>	<ul style="list-style-type: none"> - Support the government to attract interest from local and foreign investors in pursuing investment opportunities - Work in collaboration with IPD to facilitate tourism investments - Work with local tourism businesses and communities to form investment partnerships - Contribute to business enabling environment reforms that overcome investment barriers - Assist in the designing of the investment incentives and financing mechanisms 	<ul style="list-style-type: none"> - A number of foreign investors interested in investing in Kiribati - A number of foreign and domestic investment applications - Establishment of the investment partnership with key tourism businesses and communities - More enabling conditions for investment in Kiribati - Investment incentives and financing mechanisms developed - No of investments identified and promoted
<p>Assist in developing tourism packages, events and attractions</p>	<ul style="list-style-type: none"> - Assist in the development of the Kiribati product and service offerings including packages, local tourism events and attractions. - Work with inline ministries, Communities and NGOs in organizing the local tourism event (WW2 anniversary, and other local tourism events) - Work closely with Travel agencies and Tour operators and other travel agencies in putting together tour packages 	<ul style="list-style-type: none"> - Attractive packaged tour/holiday products - Well-coordinated events - Beautified attractions - At least 1 tour package developed on a quarterly basis.

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Assist MPDLM in providing responses to Visitor Complaints regarding products & services	Assist in the analysis of source of complaints from visitors and communicate with partners concerned to find solutions.	<ul style="list-style-type: none"> - Solutions and positive feedbacks are offered by the product and service providers - Customer resolution and satisfaction - Timely response to client complaints
Assist in the development of the island fact File per island	Assist in collecting and compiling info on at least one island on a quarterly basis for the purpose of developing the island fact file	<ul style="list-style-type: none"> - 2 island fact files developed on a quarterly basis.

14. Key Challenges	15. Selection Criteria
<p>The post holder is expected to work closely with the Tourism Officer for Product Development & Investment Promotions including tourism industry stakeholders and trade partners in order to come up with the best options to develop, improve and maximize tourism products and services that will meet the needs of our existing and target markets. The holder shall also be able to assist in dealing with visitors' complaints including other matters delegated to him/ or her from time to time.</p>	<p>15.1 PQR (Position Qualification Requirement): Education: Form 7 Certificate</p> <p>Experience: 1 to 3 years experience working in Tourism</p> <p>Prerequisite: (Pre-condition/Essential/Must) Age: 20 to 30 Health: Physically fit & healthy</p> <p>15.2 Key Attributes (Personal Qualities): Knowledge</p> <ul style="list-style-type: none"> - Knowledge of the local tourism and hospitality industry and excellent contacts and networking capabilities within the sector - Knowledge of current affairs, political, social and business issues that relate to and affect tourism and the travel trade <p>OR</p> <ul style="list-style-type: none"> - Relevant experience in a related discipline

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	<p>Skills:</p> <ul style="list-style-type: none">- Strong administrative and interpersonal skills- Strong organizational capabilities, working knowledge of e-business, computer literacy and the ability to produce own documents, <p>1. Attributes:</p> <ul style="list-style-type: none">- Very Social, creative and able to communicate with people in English and Kiribati language and good customer service.
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