

GOVERNMENT OF KIRIBATI POSITION DESCRIPTION

1. Ministry: Ministry of Tourism, Commerce, Industry and Cooperatives			
2. Position Title: Tourism Officer - Communications & Public Relations (TOCPR)	3. Salary Level: Level 11-10/9-7	4. Division: Tourism Authority Kiribati (Tourism Division)	
5. Reports To: Senior Tourism Officer - Marketing & Promotions (STOMP)			
6. Direct Reports: CEO, TAK			
7. Primary Objective of the Position: Tourism Authority of Kiribati's (TAK) vision is 'to influence economic growth, social development and environmental well-being in Kiribati through Tourism' As a contributor to this vision, the Tourism Officer (Communication & Public Relations Officer) is to provide public relations through communication channels and tools to support the marketing of Kiribati as a Tourism destination.			

8. Position Overview	
9. Financial: No financial implication incurred.	10. Legal: N/A
11. Internal Stakeholders:	12. External Stakeholders:

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Approved by: 

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<p>TAK staff & MTCIC Admin</p> <p>To be referred to CEO, TAK:</p> <ul style="list-style-type: none"> • Endorsements & Approvals of activities (content, implementation dates, resources and budget) • Endorsements of participation in local and overseas meetings/workshops 	<ul style="list-style-type: none"> • Local and international tourism industry stakeholders • Trade Partners • Government Stakeholders • Tourism Investors 	
<p>13. KEY ACCOUNTABILITIES (Include linkage to KDP, MOP and Divisional Plan)</p> <ul style="list-style-type: none"> • <i>KDP/KPA: KV20</i> • <i>TAK Strategic Plan 2024-2026</i> • <i>TAK Digital Marketing Strategy</i> • <i>Kiribati Sustainable Tourism Policy</i> • <i>TAK Marketing Workplan</i> 		
<p>Key Result Area/Major Responsibilities</p>	<p>Major Activities/Duties</p>	<p>Performance Measures/Outcomes</p>
<p>Social Media Marketing & Promotions</p>	<ul style="list-style-type: none"> • Compile and develop content (images & videos) and assets for social media posting on (Facebook, Instagram, youtube, TikTok, trip advisor, etc.) for tourism promotional campaigns and promotional awareness that is in line with the Kiribati tourism destination brand to promote Kiribati Tourism products, services, events, and activities. 	<ul style="list-style-type: none"> • Provide a Social Media Marketing report on the number of social media asset updates that is published on a timely basis or within each week. • Provide answers to any social media requests/inquiries subject to the CEO's endorsement.

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	<ul style="list-style-type: none"> • Work with the Marketing Media Officer to acquire and supply image/video content required for the Social Media promotion postings. 	<ul style="list-style-type: none"> • Ensuring online awareness of Tourism products, news, events, and activities on social media. • Increase marketing and promotion of Kiribati as a destination via social media platforms such as Facebook, Instagram, youtube, tiktok, trip advisor etc.
<p>Development of Monthly Local Tourism News 'Te Kaongora'</p>	<ul style="list-style-type: none"> • Compile, publish, and distribute monthly tourism 'Te Kaongora' News compiled on A-Weber software and disseminated via email to Kiribati Tourism Newsletter subscribers. • Upload Te Kaongora articles on tourism Website and provide working links for accessibility. 	<ul style="list-style-type: none"> • The monthly tourism news 'Te Kaongora' is published & distributed on the first week of each month and an accessible download link is available on the website.
<p>Development of a Weekly 'What's On Mauri Experience' - Monday to Monday</p>	<ul style="list-style-type: none"> • Liaise with tourism operators/stakeholders to compile, publish, and distribute 'What's On Mauri Experience' tour activity information to arriving visitors and hotels on South Tarawa on a weekly basis conveying information on things to do, tour activities, and events on social media and the website available each week from Monday to Monday. 	<ul style="list-style-type: none"> • The weekly 'What's On Mauri Experience' information is published and distributed every Monday to hotels and visitors arriving in Tarawa. • Fresh weekly Links to the weekly 'What's On Mauri Experience' are available and accessible on the Kiribati tourism website and TAK's social media.

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	<ul style="list-style-type: none"> • Upload 'What's On Mauri Experience' on the tourism website and social media links for visitors to access the information. 	
<p>Dissemination of Quarterly updated Kiribati Tourism Trade information to Trade Partners</p>	<ul style="list-style-type: none"> • Work with the STOMP who will provide a quarterly updated version of Kiribati Tourism Trade Information (guide) which will be published quarterly and disseminated to international trade partners via email. 	<ul style="list-style-type: none"> • A quarterly updated version of the Kiribati Tourism Trade Information/guide is published and disseminated quarterly to trade partners.
<p>Handle Visitor Reception and Email Inquiries</p>	<ul style="list-style-type: none"> • Manage TAK's official email inquiries via (info@kiribatitourism.gov.ki) by responding to general inquiries and disseminating email inquiries to the appropriate TAK officers for action. This also includes visitor or guest complaints which should be directed to the Tourism Licensing & Standards unit. • Handle Airport Visitor Reception Man, TAK booth at Bonriki Airport to provide arriving visitors with information, booking assistance, tour itineraries, transport, and further advice on things to do, etc. • Assist with TAK Visitor reception Assist walk-in visitors in providing tourism information, booking assistance, tour itineraries, transport, and further advice on things to do, etc. 	<ul style="list-style-type: none"> • Visitor inquiries are handled and responded to on the spot or within 24hrs.

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Assist & Support TAK	<ul style="list-style-type: none"> Assist and support TAK in areas where he/she is needed 	<ul style="list-style-type: none"> The officer is helpful and supportive of TAK initiatives and tasks.

11. Selection Criteria	
10. Key Challenges <ul style="list-style-type: none"> This position is technical involving experience in social media marketing or digital marketing, content development; and photography. The position is suitable for a person who is passionate about Social Media promotions/campaigns and who is able to network with people to generate content. It requires working with software to manage Social Media posting (Hootsuite) and Newsletter dissemination software (A-Weber). Flexibility working outside normal working hours can be a key challenge. Budget constraints to acquire resources or funding of official activities. 	11.1PQR (Position Qualification Requirement): Education: Bachelor's degree in international tourism marketing OR digital marketing OR Tourism Management or with vocational qualifications (certificates) in digital marketing and content development. Experience: Very passionate about social media marketing, at least 2 years experience in the field, able to create content in line with the Kiribati destination brand. He/she must be able to demonstrate and showcase his/her passion in the field. Health: Must be physically and mentally healthy and must be able to work out in the field. Key Attributes: <ul style="list-style-type: none"> Excellence and fluency in English communication skills. Therefore, Excellent communication and presentation skills, both written and verbal. Knowledge of additional languages is an advantage.


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	<ul style="list-style-type: none"> • Must be passionate about social media marketing and working or creating content to support Kiribati destination marketing & promotional campaigns. • Must be able to implement activities in line with divisional plans e.g TAK's digital marketing strategy. • Excellent interpersonal and networking skills with the ability to establish and maintain relationships with diverse stakeholders. • Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.
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