

The logo for the Tonga Tourism Authority is centered at the top of the page. It features the text "TONGA TOURISM AUTHORITY" in a large, white, serif font against a dark red background. Below this, the tagline "\*\*\* THE TRUE SOUTH PACIFIC \*\*\*" is written in a smaller, white, sans-serif font. The background of the logo area is a dark red square with a faint, circular emblem in the center.

# TONGA TOURISM AUTHORITY

\*\*\* THE TRUE SOUTH PACIFIC \*\*\*

## GENERAL MANAGER

**Based in the beautiful island Kingdom of Tonga; Head Office with stunning waterfront view; Attractive remuneration package, including housing and car.**

**About the role:** Tonga Tourism Authority (Tonga Tourism) is Tonga's National Tourism Organisation (NTO) established in 2012 by the Government of Tonga to lead the country's Destination Marketing and Tourism Development. Tonga Tourism is primarily responsible for the Marketing and Destination Development of the Kingdom of Tonga.

In this exciting role you will be responsible and working with a team of 12. Reporting to the Chairman of the Board and Board of Directors, you will work closely with the Ministry of Tourism, other relevant Government and Non-Government sectors to maximize the tourism industry in Tonga.

### **Essential qualifications:**

- Tertiary education with proficiency in Tourism, Hospitality, Marketing, Finance and Business Management.
- Excellent written and spoken English
- Culturally sensitive and passionate to uphold the Tongan Culture and Development of Tonga.
- Solid expertise and skills in Destination Marketing.
- CEO/ GM or Senior management level experience.
- Managed a National or Regional Tourism organisation and have reported to a Board.
- Budget Management and understand procurement procedures.
- Professional, engaging and compelling communication skills

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**TONGA TOURISM  
AUTHORITY**  
\*\*\*THE TRUE SOUTH PACIFIC \*\*\*

**Desirable skills:**

- Awards in Tourism, Hospitality, Marketing, Finance and Business Management
- Good written and spoken Tongan
- Experience in all aspects of Destination Marketing including marketing mix, brand development, budget management, promotion and publicity
- Leading and managing a team in a high pressure and political environment
- Stakeholder relationship skills and industry leadership skills
- Experience in recruiting

For a confidential discussion **enquiries**, please call Tonga Tourism Authority and speak to Mr. Tomifa Paea, Chairman of the Board; +676 877 0001.

**Apply Now:** Please send Cover letter and Resume addressed in the following format: "Application for General Manager, Tonga Tourism Authority" Mr Tomifa Paea Chairman of the Tonga Tourism Authority Board PO BOX 37 Nuku'alofa, Tonga. Email: tomifa.paea@tourism-tonga.com

**Applications to be received by:** Wednesday, 4 May 2016. Only applicants meeting the strict criteria outlined above will be contacted as part of the shortlisting process.