



MARKETING MANAGER

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

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 for managing the Marketing team. Reporting to the General Manager, you will work closely with the Ministry of Tourism, other relevant Government and Non-Government sectors, to maximise the tourism industry in Tonga. Coming from a strong Marketing background, you will be expected to deliver the Destination Marketing Plan for sign off by the General Manager and the Tonga Tourism Board. You will also be responsible for delivery and implementation of Destination Marketing Programme.

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
- Senior management level experience
- Budget management experience



- Innovative and creative
- Professional, engaging and compelling communication skills

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 Marketing 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.