

THE UNITED REPUBLIC OF TANZANIA



PRESIDENT'S OFFICE PUBLIC SERVICE RECRUITMENT SECRETARIAT

VACANCY ANNOUNCEMENT

Ref. No. JA.9/259/01/A/161

22nd September, 2022

1.0 BACKGROUND INFORMATION

On behalf of the Ministry of Natural Resources and Tourism (MNRT), Public Service Recruitment Secretariat (PSRS), invites dynamic, proactive, experienced and suitable qualified Tanzanians to fill two (2) vacant posts of (i) The Director General of Tanzania Tourist Board, (ii) The Director of Marketing of Tanzania Tourist Board

2.0 TANZANIA TOURIST BOARD (TTB)

The Board was established by the Tanzania Tourist Board Act (CAP.364 R. E. 2002) as amended by Act No. 4 of 2018. The Board is legally mandated with the functions of promoting and developing all aspects of Tourism Industry in Tanzania. The following are detailed requirements for the posts:

2.1 POST	DIRECTOR GENERAL
EMPLOYER	TANZANIA TOURIST BOARD (TTB)
REPORTS TO	BOARD OF DIRECTORS
SUPERVISES	HEADS OF DIRECTORATES AND UNITS
KEY COMPETENCIES/	(i) Visionary, Strategic thinker, Scenario Analyst and Planner;

ATTRIBUTES	<ul style="list-style-type: none"> (ii) Business Continuity Mindset; (iii) High level of integrity to sustain the institution's credibility within the context of national, regional and international corporate governance principles, frameworks and practices; (iv) Excellent interpersonal, communication, public relations and customer relationship skills; (v) High level of business acumen, commercial awareness and entrepreneurship skills; (vi) Capacity to analyse and interpret big data and make sound decisions in complex and competitive environments; (vii) Excellent Risk Management skills; (viii) Ability to build teams, foster team spirit, oversee and lead teams with diverse disciplines and expertise and unify their efforts in promotion and development of tourism industry; (ix) Excellent performance management skills (x) Ability to create value proposition for domestic, regional and international tourism industry clients and stakeholders; (xi) Proven Service Marketing skills for promotion of the Tanzania tourism industry domestically, regionally and internationally; (xii) Knowledge of national, regional and international tourism industry practices; (xiii) Understanding of public policies, laws and regulations related to domestic, regional and international tourism industry; (xiv) Ability to interpret policy objectives for the establishment of Tanzania Tourist Board, the country development agenda, economic policies and the Board's position in implementation of the national policies, agenda and any emerging issues in the tourism industry; (xv) Ability to innovate and create tourism industry solutions to high end, mid end, low end and emerging markets; and (xvi) Strong resource mobilization and negotiation skills.
JOB SUMMARY	<p>Manage, transform and develop the Tanzania Tourist Board and the Tanzania tourism industry to be domestically, regionally and internationally competitive within the context of its Vision, Mission and objectives in accordance with the national policies, national development agenda, state laws and emerging issues</p>

	in the global tourism industry.
DUTIES AND RESPONSIBILITIES	<ul style="list-style-type: none"> (i) Developing Strategic Plans, Annual Plans and Budgets taking into account the Board's Vision and Mission with the aim of developing the institutional capacity with a view to make TTB effective and efficient; (ii) Developing Board's policies and ensure their implementation; (iii) Administering all activities related with promotion of Tourism within and outside of the country of Tanzania in collaboration with Tour operators; (iv) Administering and review operations and the implementation of the operational plans for all functional Directorates and Units; (v) Liaising with the government and the donor community through the ministry responsible for tourism, the treasury and other state organs on tourism matters; (vi) Chief spokesman of the Board and ensuring a conducive public and industrial relations (PR) environment and a good image for the Board; (vii) Developing and initiating revision in the Organizational Structure and make it more efficient in compliance with the Tourist Board Act and other relevant legislations; (viii) Submitting to the Board quarterly and semi-annually reports in respect to the status of performance, revenue and expenditure; (ix) Preparing and submitting estimates of income and expenditure to the Board for its consideration for the subsequent year not later than three months before the end of each financial year; (x) Ensuring the Board's initiatives are consistent with Government policies; (xi) Submitting to the Board at the end of every three months a report containing:- <ul style="list-style-type: none"> a) Performance Indicators and other related information; b) The operations of the Board; c) Such other information as the Board may deem proper. (xii) Supervising, coaching and mentoring subordinates to ensure their performance is aligned with the Board's goals and objectives; (xiii) Monitoring the implementation of the budget of the Board; (xiv) Carrying out periodic staff performance review of subordinates; and (xv) Performing any other related duties as may be directed by the Board.

QUALIFICATIONS	Master's Degree in any of the following fields: Tourism, Hospitality, Marketing, Business Administration, Commerce, International Business, Economics, Entrepreneurship, Human Resources Management, Public Administration, or Law from a recognized institution. Holding a PhD in any of the above field will be an added advantage.
LANGUAGES	Multilingual preferably Kiswahili and English. Knowledge of other languages such as French, Spanish, Arabic and Chinese will be an added advantage
EXPERIENCE	Must have at least ten (10) years working experience in related industry, five (5) years of which should be in a Senior Management position in a reputable organisation.
AGE LIMIT	Not more than fifty-five (55) years
TERMS OF EMPLOYMENT	Contractual between Three (3) to five years renewable based on performance
REMUNERATION	Negotiable
APPLICATION TIME LINE	Twenty-one (21) days from the date of the advertisement

2.2 POST	DIRECTOR OF MARKETING
EMPLOYER	TANZANIA TOURIST BOARD (TTB)
REPORTS TO	DIRECTOR GENERAL
SUPERVISES	HEADS OF SECTIONS
KEY COMPETENCIES/ ATTRIBUTES	<ul style="list-style-type: none"> (i) Visionary, Strategic thinker, Scenario Analyst and Planner; (ii) Business Continuity Mindset; (iii) High level of integrity to sustain the institution's credibility within the context of national, regional and international corporate governance principles, frameworks and practices; (iv) Excellent interpersonal, communication, public relations, customer relationship and negotiation skills; (v) High level of business acumen, commercial awareness and entrepreneurship skills; (vi) Capacity to analyse and interpret big data for advising management team;

	<ul style="list-style-type: none"> (vii) Excellent Risk Management skills; (viii) Ability to build marketing teams, foster team spirit, oversee and lead marketing teams and unify their effort in promotion and development of tourism industry; (ix) Excellent performance management skills (x) Ability to create value proposition for domestic, regional and international tourism industry clients and stakeholders; (xi) Proven Service Marketing skills for promotion of the Tanzania tourism industry domestically, regionally and internationally; (xii) Knowledge of national, regional and international tourism industry marketing practices; (xiii) Understanding of public policies, laws and regulations related to domestic, regional and international tourism industry; (xiv) Ability to interpret marketing objectives for establishment of Tanzania Tourist Board, the country development agenda, economic policies and position the Board and Tanzania tourist attractions nationally, regionally and globally ;and (xv) Ability to innovate and create tourism industry solutions to niche, existing and emerging markets.
JOB SUMMARY	Develop and implement long term corporate business plan; undertake research studies for promotion and development of all aspects of the tourism industry in the Domestic, Regional, Foreign, Conventions, Conferencing and Events markets.
DUTIES AND RESPONSIBILITIES	<ul style="list-style-type: none"> (i) Developing the board's business and marketing strategy; (ii) Monitoring the performance of the Board's marketing initiatives to see if key performance indicators are being achieved; (iii) Developing marketing programs with quantifiable and objectives to measure results; (iv) Planning and overseeing the design and production of all promotional aids and materials for distribution locally and overseas; (v) Deciding on the various means of distribution of promotional aids; (vi) Coordinating the participation in various promotional campaigns and trips, trade fares and educational tours; (vii) Overseeing the compilation and maintenance of up to date tourism database and preparing the quarterly and annual reports;

	<ul style="list-style-type: none"> (viii) Initiating and coordinating domestic tourism awareness campaigns; (ix) Coordinating market and product research; (x) Monitoring and coordinating the relationship of tourism stakeholders both overseas and locally; (xi) Preparing and monitoring the overall marketing and business development budget; (xii) Keeping abreast with and maintaining the Board's compliance with all public statutes, laws and policies related to intellectual property, copyright and trademarks; (xiii) Establishing standards and practices for maintaining confidentiality related to all organization documents, data, policies and records; (xiv) Analysing market trends, recommending changes to marketing business development strategies; (xv) Supervising staff under the marketing directorate; (xvi) Developing marketing programs with quantifiable and objectives to measure results; (xvii) Planning and overseeing the design and production of all promotional aids and materials for distributions locally and overseas; (xviii) Deciding on the various means of distribution of production aids; (xix) Coordinating participation in various promotional campaigns and trips, trade fairs and educational tours; (xx) Initiating and coordinating domestic tourism awareness campaigns; (xxi) Monitoring and coordinating relationship with tourism stakeholders both overseas and locally; (xxii) Preparing and monitoring the overall marketing and business development budget; and (xxiii) Performing any other duties related to his/her field as assigned by the Director General.
QUALIFICATIONS	<p>Master's Degree in the following fields: Marketing, Business Administration, Hospitality, Tourism, Tourism and Hospitality Management, Commerce, International Business, Economics, Public Relations and Marketing from a recognized institution.</p>

LANGUAGES	Multilingual preferably Kiswahili and English. Knowledge of other languages such as French, Spanish, Arabic and Chinese will be an added advantage
EXPERIENCE	At least eight (8) years of experience of which three (3) years should be in a Managerial position in a reputable organisation.
AGE LIMIT	Not more than fifty five (55) years
TERMS OF EMPLOYMENT	Contractual between Three (3) to five years renewable based on performance
REMUNERATION	Negotiable
APPLICATION TIME LINE	Twenty-one (21) days from the date of the re - advertisement

3.0 GENERAL CONDITIONS

- i. Applicants must attach an up-to-date Curriculum Vitae (CV) having reliable contacts; postal address/post code, e-mail and telephone numbers;
- ii. All applicants must be citizens of Tanzania;
- iii. **People with disabilities are highly encouraged to apply and should indicate clearly in the portal for Public Service Recruitment Secretariat attention or in the email sent to Ernst & Young LLP (EY) for their attention;**
- iv. Applicants should apply on the strength of the information given in this advertisement;
- v. Applicants must attach their certified copies of the following certificates: -
 - Postgraduate/Degree/Advanced Diploma/Diploma/Certificates;
 - Postgraduate/Degree/Advanced Diploma/Diploma transcripts;
 - Form IV and Form VI National Examination Certificates;
 - **Professional Registration and Training Certificates from respective Registration or Regulatory Bodies, (where applicable);**
 - Birth certificate;
- vi. Attaching copies of the following certificates is strictly not accepted: -
 - Form IV and form VI results slips;
 - Testimonials and all Partial transcripts;

- vii. An applicant must upload recent Passport Size Photo in the Public Service Secretariat Recruitment Portal or attached to the scanned copy of the CV sent through email address of Ernst & Young LLP (EY);
- viii. An applicant employed in the Public Service should route his application letter through his respective employer;
- ix. An applicant who is retired from the Public Service for whatever reason should not apply;
- x. An applicant should indicate three (3) reputable referees with their reliable contacts;
- xi. Certificates from foreign examination bodies for Ordinary or Advanced level education should be verified by The National Examination Council of Tanzania (NECTA).
- xii. Professional certificates from foreign Universities and other training institutions should be verified by The Tanzania Commission for Universities (TCU) or National Council for Technical Education (NACTVET) where applicable;
- xiii. A signed application letter should be written either in Swahili or English and Addressed to Secretary, Presidents Office, Public Service Recruitment Secretariat, **P.O. Box 2320 and Utumishi Building at University of Dodoma – Dr. Asha Rose Migiro Buildings – Dodoma or Country Managing Partner, Ernst & Young LLP, EY House, No 162/1, Mzinga Way Road 14111, Osterbay, P.O.BOX 2475, Dar es Salaam, TANZANIA.**
- xiv. Deadline for application is 12th October, 2022.
- xv. Only shortlisted candidates will be informed the date of interview and;
- xvi. Presentation of forged certificates and other information will necessitate legal action;

NOTE: *Applications must be sent either through Recruitment Portal by using the following address; <http://portal.ajira.go.tz/> (This address also can be found at PSRS Website, Click ‘Recruitment Portal’) or info.tanzania@tz.ey.com*

Released by:

**SECRETARY
PUBLIC SERVICE RECRUITMENT SECRETARIAT**