



We are Hiring! DESTINATION MARKETING MANAGER

Join us in showcasing Dominica to the World!

We're seeking a dynamic **Destination Marketing Manager** to lead the promotion of the Destination Dominica brand.

JOB STATEMENT:

Under the direction of the Chief Executive Officer/Director of Tourism, the Destination Marketing Manager is responsible for developing proposals for the island's marketing strategy and plan to promote the *Destination Dominica* brand. The Manager leads the marketing team and oversees the implementation of the national marketing plan, ensuring alignment with the organization's objectives. Key responsibilities include managing the unit's budget, monitoring and evaluating staff performance, and fostering effective communication and relationships with key tourism industry stakeholders and media partners both locally and internationally.

RESPONSIBILITIES INCLUDE:

- Conducts market research to analyze tourism industry operations and demand trends.
- Develops and proposes marketing strategies and action plans for DDA.
- Leads Marketing Team to set targets and results for Destination Dominica Brand marketing.
- Energizes the Marketing Team using effective team-building strategies to implement the plan.
- Utilizes Information Technology to implement marketing plans in specific geographical and niche product markets as agreed with the Director of Tourism.
- Establishes feedback mechanisms and gathers data on marketing performance.
- Analyzes data for informed decision-making at the marketing unit and corporate levels.
- Manages and assesses staff performance within the Marketing Unit using the organizational performance management systems.
- Creates communication strategies to reach key stakeholder groups and builds relationships with media and other agencies for communication program sustainability.
- Prepares annual plans, projected budgetary requirements, and monitors expenditure against approved budget in consultation with Marketing Unit staff.
- Evaluates unit performance and target achievements against budgetary allocations.

EDUCATION/TRAINING AND EXPERIENCE:

- Applicants should possess relevant qualifications at the Graduate Degree level in Marketing, Tourism and Destination Management, Public Relations or a Business-related field;
- A minimum of five years' work experience; to include managerial experience in the Tourism Sector and Tourism Marketing.

COMPETENCIES:

- Proficient in the use of Microsoft Office tools
- High level of proficiency in the use of Information and Communication Technologies
- Sound understanding of business principles and the commercial environment within which both Discover and Invest Dominica authorities operate.
- Excellent interpersonal, written and verbal communication skills and experience interacting with high profile executives and clients.
- Strong analytical, organizational and project management skills. Ability to handle multiple tasks and deadlines.
- Managerial/Supervisory experience with the ability to lead and motivate a team with minimal supervision.

CONDITIONS OF RECRUITMENT:

The position is on a contractual basis. Renewal is based on performance.

APPLICATION PROCESS AND TIMELINE:

Indicate your interest by forwarding your Cover Letter, Resume and three (3) references to include at least two (2) most recent employers by **October 2, 2025**, to:

The CEO/Director of Tourism
Discover Dominica Authority
Ground and 1st Floor,
5-7 Great Marlborough Street,
Roseau, Dominica
Email: hrd@discoverdominica.dm