



**OPEN JOB ANNOUNCEMENT**  
**Announcement No.: GVB2021-01**

**Opening Date:** June 11, 2021  
**Closing Date:** June 25, 2021  
**Pay Grade:** L  
**Pay Range:** \$37,100 to \$55,650

**Position Title:** Marketing & Promotions Officer I

**Reports to:** Marketing Manager

**Summary:** The Marketing Coordinator is a moderately complex technical and administrative work-involving local and off-island travel trade related marketing and promotional programs and activities aimed at international regions.

**Qualifications/Requirements**

- One year of general experience in administrative or technical work and graduation from a recognized college or university with a Bachelor’s degree in Tourism, Business or Public Administration, Communications, or related field; or
- Two years of general experience in administrative or technical work and graduation from a recognized college or university with an Associate’s degree in marketing or related field; or
- Any time equivalent combination of experience and training as described above which provides the minimum knowledge, abilities and skills.

**Essential Functions**

- Participates in the administration of tourism marketing programs, projects and activities aimed at international markets.
- Coordinates and participates in the development and implementation of local promotional events designed to stimulate GVB’s promotional efforts in publicizing the territory in international markets.
- Coordinates and participates in the development and implementation of overseas promotions in international markets designated to enhance the GVB’s marketing efforts in generating visitor traffic to the island of Guam.
- Distributes promotional literature and offers pertinent information to consumers and travel trade representatives about Guam.
- Participates in the gathering, preparation, and procurement of materials for promotional purposes.
- Provides administrative assistance in arranging accommodations, receptions, itineraries, and tours for visiting travel trade officials, media, or special tour groups, Prepares correspondence and reports.
- Conducts and records monthly inventory of Marketing Department’s marketing sales tools.



- Assist Marketing Manager to ensure media familiarization tours are planned in accordance with the directives from the Director of Global marketing and our market goals and that these directives/goals are communicated to overseas marketing representatives.
- Assist Marketing Manager to ensure familiarization tours are planned in accordance with the directives from the Director of Global Marketing and our market goals and that these directives/goals are communicated to overseas marketing representatives.
- Handle all aspects of RFQ logistics and accommodations for incoming celebrity/special guests and other local venues.
- Handles administration of overseas missions
- Performs related duties as required.

### **Knowledge Abilities and Skills:**

- Knowledge of the principles and practices of modern public administration, communications and marketing.
- Ability to read, write and speak effectively.
- Knowledge of international tourism market and trends.
- Knowledge of advertising and publicity in the international media.
- Ability to administer high volume marketing and promotions programs and activities.
- Ability to organize, analyze and evaluate facts and determine compliance or deficiencies related to established parameters.
- Ability to interpret and apply pertinent laws, rules, regulations, policies and procedures.
- Ability to evaluate operational effectiveness and implement changes for improvements.
- Ability to work effectively with individuals, travel trade representatives, organizations and groups.
- Ability to maintain records and prepares reports.

### **Key Competencies:**

1. Technical Capacity
2. Personal Effectiveness/Credibility
3. Thoroughness
4. Collaboration Skills
5. Communication Proficiency
6. Flexibility
7. Adaptation to various situations
8. Creative Thinking
9. Engagement
10. Decision Making/ Decisiveness
11. Impact / Influence

### **Supervisory Responsibility:**

This position requires supervision of the Marketing Coordinator and Marketing Assistant.

### **Work Environment:**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

**Physical Demands:**

This position involves activities related to meetings, meeting functions and facilities, travel, public speaking, standing for long periods of time, and/or travel.

**Other Duties:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Interested internal and external applicants may pick up and/or submit a GVB job application at/to the GVB Main Office, 401 Pale San Vitores Road, Tumon, Guam 96913 between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, except designated holidays. Applications will be available online at the GVB website. For further or additional information please call the GVB office at 1 (671) 646-5278. GVB requires pre-employment drug testing.**

**GVB is an Equal Opportunity Employer and a Drug Free Workplace**



The **GUAM VISITORS BUREAU** would like to establish a list of candidates for the following positions:

- 1) **Accountant II**  
Pay Range: (L) \$37,100 - \$55,650
  
- 2) **Marketing & Promotions Officer I**  
Pay Range: (L) \$37,100 - \$55,650

The job description and application for these position can be picked up at 401 Pale San Vitores Road, Tumon, Guam 96913 from 8:00 a.m. ~ 5:00 p.m., Monday through Friday except designated holidays. Applications are also available online at the GVB's website at <http://www.guamvisitorsbureau.com/news/job-announcements>.

Deadline to submit application is no later than **5:00 p.m. on Friday, June 25, 2021**.

Kindly address all correspondences/submission to the **attention of Josie G. Villanueva, Director of Finance & Administration**. Please seal in an envelope with your name labeled on the outside.

Federal and local law requires verification of identity and eligibility of all new hires. GVB complies with the law on a non-discriminatory basis. Guam Visitors Bureau is an Equal Opportunity Employer.

**/s/ Carl T.C. Gutierrez**  
**President and CEO**

This ad was paid for by the Tourist Attraction Fund.