



OPEN JOB ANNOUNCEMENT
Announcement Reference No. GVB2021-06

Opening Date: Thursday, December 16, 2021; 8:00am
Closing Date: Thursday, December 30, 2021; 5:00pm
Pay Grade: L
Pay Range: \$37,100.00 to \$55,650.00

Position Title: Marketing & Promotion 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.

/s/

Carl TC Gutierrez
President and CEO