



## PHILIPPINES COUNTRY MANAGER

The Guam Visitors Bureau (GVB) seeks to retain a Contractor with a role in managing the implementation of GVB's marketing strategy and representing the Guam Visitors Bureau in the Philippines, efficiently and cost-effectively handling its operations and ensuring activity is integrated across all channels alongside other Guam government partners.

Must have extensive management experience, preferably in tourism, business marketing, or related industry, with a proven track record of successfully leading teams to achieve targets and objectives.

Must be a strategic and creative thinker with a global perspective and experience of dealing with different cultures.

Excellent knowledge of the local travel landscape with a wide-ranging and well-established network of contacts is preferred.

Possesses experience and comprehensive understanding of marketing disciplines, including digital expertise, with a demonstrable understanding of how to leverage digital channels and platforms to enhance activity and get relevant content to potential travelers.

Must be able to demonstrate effective leadership and communication skills with both internal and external stakeholders at all decision-making levels.

Excellent written and spoken English is required and must demonstrate proficiency across all Microsoft Office applications.

Must have a valid U.S. visa (B1/B2) and a valid contractor's business license.

### Nature of Work:

- Responsible for all matters related to the marketing of Guam in the Philippines, to include but not limited to (a) key stakeholder management, (b) strategic marketing development and planning, (c) financial budgeting, and (d) market research and industry insights.

### Core Competencies:

- Effectively communicate GVB's strategy and vision and demonstrably execute with delivered results
- Professionally articulate and focus on clear goals in all actions and in all working relationships
- Knowledgeable of Guam's tourism product and a true advocate for Guam, possessing enthusiasm and willingness to update personal skills and industry knowledge
- Possess an open-mind and positive attitude, encouraging innovation, embracing change, and displaying resilience against adversity



Illustrative Example of Duties and Responsibilities:

1. Responsible for the recommendation and evaluation of all marketing and publicity activities for the Philippine market.
2. Maintains close liaison with the travel trade in the Philippines for dissemination of developments in the GVB's tourism plans, upgrading of package tour offerings, coordination of familiarization tours.
3. Maintains information and promotional services for the travel trade and media.
4. Serves as a liaison with airline carriers serving Guam from the Philippines with the purpose of promoting and maintaining competitive and attractive fare patterns and potential new routes and charter operations between the Philippines and Guam.
5. Serves as liaison with the Philippine national, regional and municipal government agencies and relevant organizations.
6. Represents GVB with the U.S. Embassy and its consulates in the Philippines.
7. Represents GVB in organizations such as the American Chamber of Commerce of the Philippines and the American Association of the Philippines.
8. Provides GVB with periodic memoranda and one monthly report no later than the 10<sup>th</sup> of each month for the preceding month covering contractor's activities and travel trade intelligence in the Philippines.
9. Continuously develops the Meetings, Incentives, Conventions and Exhibitions (MICE) and the Social, Medical, Educational, Religious, and Fraternal (SMERF) marketing plans; actively seeks, promotes and develops MICE and SMERF travel to Guam from the Philippines.
10. Disseminates information to key government, industry and general public during the management of destination or global crisis.
11. Monitors and reports problems that exist in the industry.
12. Performs related duties as required.

Employment Status: Contractor

Submit the GVB job application form, English CV, and English cover letter (800-1,000 words) stating motivation and qualifications for applying for the position addressed to:

Carl T.C. Gutierrez  
President & CEO  
Guam Visitors Bureau  
401 Pale San Vitores Road  
Tumon, Guam 96931

Only qualified people will be contacted for further appointments.