



JOB RESPONSIBILITIES FOR General Manager (EUROPE)

The BVI Tourist Board & Film Commission is currently accepting proposals for a dynamic and energetic General Manager for its active European Office. The GM will report to the Deputy Director of Tourism, and will be responsible primarily for (a) increasing current markets in the UK and developing new markets, in particular from the Scandinavian countries of Norway, Sweden and Denmark - developing annual marketing plans in support of organization's strategies and objectives (b) directing the implementation and execution of the Board's policies and procedures; ensuring communications are coordinated; adhering to organization's financial requirements; (c) developing alliances with stakeholders that will lead to the sustained exposure of the BVI Tourist Board & Film Commission. (d) maintaining and establishing new public relations in the region.

- Establish overall goals and create strategies for meeting marketing deliverables and metrics for the UK and European market;
- Manage the execution of approved strategies & BVITB UK budget; ensure established protocol are adhered to.
- Work with the executive team to establish team and individual goals and metrics; supervise, coach, train, monitor employees' productivity and provide constructive feedback and conduct evaluations for team members;
- Be an effective leader and ensure all marketing programs are successful, metrics-driven, and goal-oriented;
- Work closely with team members to define, implement, and manage marketing strategy for optimal performance and results;
- Work closely with the Board's Public Relations agency for the UK market in executing the Board's objectives.
- Schedule, attend and give presentations to various tour operators, travel agencies, etc. to educate about the British Virgin Islands;
- Attend various industry meetings and tradeshow and coordinate the London Roadshow and any other shows that may be necessary to elevate the status of the BVI in UK and Europe; attend and speak at industry events to promote the BVI Tourist Board's brand;
- Work closely with the Deputy Director of Tourism to enhance and align marketing efforts;
- Craft messaging and positioning in the market; conduct competitive and market analyses to determine and highlight the Board's key differentiators from its competitive set;

- Build, new relationships while developing, and leveraging relationships with industry media to promote the BVI Tourist Board's brand, mission, and movement in the market;
- Work with internal team to plan, create, and launch creative campaigns and compelling stories about the British Virgin Islands and create initiatives that resonate with audiences;
- Provide monthly, quartering and annual reports as requested by Deputy Director of Tourism in a timely manner;
- Collaborate with Headquarters and other offices/agencies as needed to accomplish specific goals as requested; Liaise with all marketing teams to ensure corrosion in all strategies and executions.
- Oversees the production of all marketing materials, including printed documents, media advertising spots, website content, and social media accounts;
- Conduct other job-related initiatives as requested by the Deputy Director of Tourism and/or Director of Tourism.
- Leads on behalf of the BVI Tourist Board, an annual UK Roadshow, and the creation of an annual European Roadshow; enhance existing relationships while developing new ones with trade industry in UK and Europe.

Applications must be mailed to the following address on or before **March 13, 2020**:

Human Resources Manager
BVI Tourist Board & Film Commission
P.O. Box 134
Road Town, Tortola, VG1110 British Virgin Islands cbrown@bvitourism.com