

# VACANCY

## CHIEF EXECUTIVE OFFICER

PATERSON GRADE: F3 | 5-YEAR EMPLOYMENT CONTRACT

### NAMIBIA TOURISM BOARD

The Namibia Tourism Board is a Government Destination Marketing Agency. The mission of the Namibia Tourism Board is to sustainably market and develop tourism to and within Namibia by exceeding our visitors' experience and expectations, adding value to our stakeholders and yielding enhanced quality of life for all our people. NTB's marketing activities are aimed at growing visitation from domestic, regional and international markets as well as maximizing visitor spend across the regions of Namibia through the effective implementation of the requisite regulatory environment within the tourism industry, backed by prudent financial management, risk management and mitigation as well as embedding a value-based culture within the NTB.

### JOB SCOPE

Namibia Tourism Board is seeking to recruit an experienced, visionary, and highly motivated leader for the position of Chief Executive Officer ("CEO") to be based in Namibia and lead the organization. It is seeking a highly capable individual who will settle instantly in managing the organization post-COVID-19 disruptions to return the destination on the set path and ensure that Namibia is top of mind and the "destination of choice". The position reports directly to the NTB Board of Directors.

### KEY RESPONSIBILITIES AND PERFORMANCE AREAS

- 1) Provides support and advice to the Board of Directors, ensuring good governance and strategic decision-making by planning and implementing Board Governance Training in various legislative statutes not limited to Procurement Act, Public Enterprises Governance Act, NTB Act etc ensure compliance and support with Board Performance Assessments.
- 2) Sets the strategic direction for the organization, ensuring the marketing work planned and delivered by NTB, aligns with the HPP, National Development Plans and Vision 2030 and other relevant instruments to support the achievement of goals to grow the tourism economy in and across Namibia.
- 3) Leads the development and implementation of the integrated strategic business plan (ISBP) that ensures the sustainability and growth of Tourism Namibia, including identifying and focusing on tourism source markets that provide the highest return.
- 4) Provides leadership in accordance with its vision and mission that builds a strong and effective management team and fosters a positive working environment for high performance and cohesion.
- 5) Oversees the development of annual business plans for each of NTB's operational departments.
- 6) Represents the organization and the tourism industry at relevant local and international forums, and discussions with the Government, trade partners and other relevant stakeholders. Be an influential or key contributor at high-level industry and government meetings and events to shape policy and programs across Namibia that impact the destination's tourism industry.
- 7) Responsible for annual operational budgets, overseeing the timely and accurate financial reporting, and monitoring and reporting of the financial performance against budget and agreed targets.
- 8) Oversees the planning and development of strategies, programs and services for promotion of the domestic and international markets, lead tourism marketing partnerships particularly with key stakeholders to enable innovative tourism marketing campaigns while ensuring strategies are in place to maximize the economic benefits generated by the tourism industry for Namibia.
- 9) Manages operations, ensuring the organization is adequately resourced to deliver on its mandate, those legislative and contractual obligations are met and that the financial stability and reputation of the organization are upheld.
- 10) Manages the affairs of the institution in line with good corporate governance practices, including executing the institution's statutory mandate of developing the regulatory framework and Quality Assurance Schemes

### KEY QUALIFICATIONS AND EXPERIENCE:

- Postgraduate Qualification (NQA Level 8) in marketing, business administration or tourism and hospitality management (NB: all foreign qualifications should be evaluated through NQA)
- At least ten (10) years of experience at an executive management level
- A strong business acumen including demonstrated ability to co-create strategies and sourcing of funds with key partners, etc
- Equivalencies will be considered

### ESSENTIAL SKILLS AND KNOWLEDGE

- A passion for tourism is essential along with excellent communication skills and the ability to work effectively and pragmatically with all levels of stakeholders
- Excellent negotiation, organizational, financial, verbal and written skills.
- Knowledge of strategic planning, budgeting, and program management.
- Ability to motivate, coach and manage staff, ensuring productivity, performance, and positive morale in the workplace.
- Demonstrates sound judgement and problem-solving skills to deal with issues that may be immediate, sensitive, sometimes controversial and sometimes public
- Excellent organizational abilities and strong administrative skills
- Comprehensive understanding of the statutory role the NTB has to fulfil in the Namibia Tourism sector

### KEY ATTRIBUTES:

- Ability to exercise discretion and independent judgement
- Emotional intelligence to communicate with a variety of personalities
- Adaptability to change
- A high level of stress tolerance
- Ability to work accommodatively and politely with all stakeholders
- Ability to manage crisis communications and/or situations which involve media
- Extensive travelling both in and out of the country

### KEY COMPETENCIES:

- Leadership Ability/Relationship Management
- Strategic Thinking
- Financial Performance/Management Effectiveness
- Emotional Intelligence and Conflict Resolution
- Networking & Influencing Skills
- Stress Tolerance/Resilience
- Presentation/Communication Skills
- Project Management
- Risk Management
- Culture & Change Steward

The remuneration package for this position is commensurate with the employment level and responsibilities of the position for a Tier 1 SOE in line with the provisions of the Public Enterprises Governance Act, 2019 (Act 1 of 2019).

Applications for this position should include a current resume and an outline of your proven experience to carry out the role and how you meet the criteria above, including certified copies of qualifications and academic records. All applications will be treated with strict confidence.

**CLOSING DATE for applications is Friday, 10 March 2023**

Potentia Namibia Recruitment has been contracted by the NTB to manage the recruitment process. All enquiries will be handled by the agency. Applications should be marked 'Chief Executive Officer – Namibia Tourism Board' and should be addressed: **ATTENTION: Mr Cameron Kali, 12 Jenner Street, Windhoek West, Windhoek, or Email him at [cameron@potentia.com.na](mailto:cameron@potentia.com.na)**

**Note:** Only shortlisted candidates will be notified, and no documents will be returned.



Namibia Tourism Board

[www.visitnamibia.com.na](http://www.visitnamibia.com.na)