



ZAMBIA TOURISM AGENCY

EMPLOYMENT OPPORTUNITY

The Zambia Tourism Agency (ZTA) is a Statutory Body established under the Tourism and Hospitality Act No. 13 of 2015. The Act mandates the Zambia Tourism Agency to effectively market and promote Zambia as a tourism and travel destination of choice and to regulate the tourism industry.

VACANCY

The Zambia Tourism Agency wishes to invite suitably qualified and experienced Zambian nationals to fill the following vacant position:

1. CHIEF MARKETING OFFICER ZTA 2 – 1 POSITION (LUSAKA)

Reporting to the Chief Executive Officer (CEO), the Chief Marketing Officer (CMO) is responsible for marketing and promotion of Zambia's tourism products to Domestic and International markets, in order to facilitate increase in tourist arrivals.

Principle Accountabilities:

- Supervises effectively the formulation and implementation of both domestic and international marketing plans in order to facilitate increase in tourist arrivals.
- Supervises periodically domestic and international tourism promotion programs in order to increase awareness and visibility in the domestic and international tourism markets.
- Ensures effectively the management of domestic and international tourism information centers in key source markets in order to provide tourism information.
- Develop and implement a comprehensive branding strategy that communicates Zambia's unique value proposition to target audiences.
- Create and execute innovative marketing campaigns to promote Zambia as a top travel destination, targeting both domestic and international markets.
- Oversee digital marketing initiatives, including social media, email marketing, content marketing, and SEO/SEM strategies to increase online visibility and engagement.
- Lead content development efforts, including the creation of high-quality and engaging marketing materials, videos, and blogs.
- Provide regular reports and analysis on marketing performance, highlighting key insights and recommendations for continuous improvement.
- Ensures effectively the implementation of performance management in order to monitor, evaluate and enhance performance.
- Effectively ensures management of human, financial and other resources in order to facilitate achievement of set objectives.

Qualifications, Experience and Personal attributes:

- Full Grade 12 School Certificate
- Bachelor's degree in Marketing, Business Administration, or equivalent
- Master's Degree as added advantage
- 8 years proven experience in marketing and branding, 4 years of which must be at senior management level
- International marketing and Services marketing experience as added advantage
- Must be a member of the Zambia Institute of Marketing
- Able to write technical and analytical reports
- Computer literate
- Interpersonal skills
- Research skills

Method of Application

Should you closely fit the above requirements and are interested in the position, kindly send your detailed CV and copies of educational and professional certificates (clearly stating in the e-mail subject line the **POSITION** you are applying for) to: careers@zta.org.zm. **NOTE:** Physical applications will not be considered. Deadline for receiving applications is **Friday 26th April 2024**.