



TOURISM DEVELOPMENT MANAGER, BASED IN MAPUTO

(Contract Period: Three Years)



Peace Parks Foundation (PPF) is a non-profit company established to facilitate the establishment and development of Transfrontier Conservation Areas (TFCAs) in southern Africa.

PPF in collaboration with ANAC have developed and are implementing a tourism development strategy for the Maputo Special Reserve (MSR) and Ponta d'Ouro Partial Marine Reserve (PPMR). The purpose of this is to develop the tourism opportunities, from camping to 5-star products and to take responsibility for successful implementation of the tourism development strategy for MSR/PPMR.

Reporting:

The Tourism Development Manager will report to the Park Warden, Maputo Special Reserve, Mozambique.

Requirements:

- Ten years' experience in leading, managing and / or advising on tourism, ideally in a conservation area.
- The ideal candidate shall have experience: (1) at a strategic, product development and implementation as well as at an operational level (2) in a wide array of tourism products from tourism activities, 4x4 trails and camping to 4 and 5 star concession developments. (3) In the development and operations of support services including reservations and bookings systems, staff management and camp support services.
- Self-driven with strong leadership and team management experience, including ability to motivate, reach consensus, set objectives and manage performance.
- A demonstrated ability to utilise technology in tourism development
- A working knowledge and/or willingness to learn Portuguese will be highly advantageous.
- Strong communication skills.
- Ability and willingness to be based in Maputo initially and later on in the Maputo Special Reserve will be a prerequisite;

Specific key performance areas will include:

Establishment of a Tourism Business plan, Marketing and Reservations system

- Support the development and implement a business plan for the Mozambique tourism division and develop and implement the business plan for the MSR/PPMR tourism operations;
- Review and provide recommendations on the tourism rates structure for both terrestrial and marine tourism products.
- Develop a marketing strategy highlighting the market segments and key areas to be targeted (Indaba, local travel agents etc.) to boost awareness of the MSR/PPMR and especially the park authority products (PADS).
- Development of marketing material;
- In collaboration with the PPF (IT section) develop a tourism website for the MSR/PPMR and ensure the PADS are marketed;
- In collaboration with the PPF (IT section) develop an on-line reservation system for the PADS in the MSR/PPMR – which can in future be expanded to include tourism products in other Mozambican Conservation areas and other regional TFCA areas.

Development of Tourism opportunities within MSR/PPMR

- Take primary responsibility for the implementation of the MSR/PPMR tourism development strategy.
- Manage the planning and development by appointed service providers of PPF funded tourism development initiatives including Tourism camps, Tourism support facilities, 4x4 trails and activity and adventure products. (on site tourism manager will be appointed to manage the day to day issues);
- Explore options for developing and operating activities in the park either as park managed products or more likely as partnerships with operators;
- Assist ANAC with the marketing and development of new concession opportunities for private partners;
- Establish and develop a ferry link between Maputo and Santa Maria to provide access to the PPMR and further enhance the local tourism economy on the Machangulo peninsula.

Management of MSR / PPMR Tourism operations

- Assist ANAC in the management of existing concessions and ensuring their development and performance in accordance with contractual requirements;
- Develop and implement a tourism management system for the park from the arrival to departure of guests including, indemnities, park fees etc.;
- Appoint and manage the park tourism staff and tourism enterprise managers and their performance contracts for the individual PADS;
- Develop and implement systems for the management of Park managed tourism facilities and activities;
- In collaboration with the PPF Mozambique office and the PPF accounts section develop and implement a financial control, reporting and management system;
- Provide monthly progress reporting on all tourism related activities and co-ordinate the undertaking of regular tourism development and management meetings

Remuneration: A competitive salary package will be negotiated, based on qualifications and experience.

Interested candidates should submit a covering letter detailing their interest in and suitability for the position, as well as Curriculum Vitae in English, with contact details of 3 references by 10 April 2017 to: Jacques Richard, Peace Parks Foundation e-mail: jrichard@ppf.org.za

Only SHORT-LISTED CANDIDATES will be contacted to attend an interview.