



Applications are invited from suitably qualified persons to fill the position of:

**BUSINESS DEVELOPMENT OFFICER, USA**

**2 Vacancies Fully Remote:  
West/Southwestern Region – based in Texas  
Mid-Western Region – based in Ohio**

*The incumbents will be required to promote Jamaica tourist industry to the travel trade and potential visitors in order to increase Jamaica's market share from the region.*

**Duties and Responsibilities include:**

- Carry out marketing & sales programmes as directed.
- Conduct training seminars and presentations on Jamaica and make arrangements for the JTB's participation in Regional Trade Shows, road shows, seminars and other promotional events.
- Escort travel agents on island when on fam tours:
  - Meet agents at airport.
  - Organize group transportation and take care of luggage and tipping.
  - Escort agents on hotel inspections.
  - Inform agents on all aspects of Jamaica's life, economy, history, culture and geography.
- Increase awareness for Jamaica by participating in interviews on radio and television and phone as directed.
- As directed, use various forms of digital and social media platforms to increase JTB's presence in the marketplace.
- Attend and man booth at Trade Shows and meetings and incentive shows:
  - Answer questions, provide detailed information and follow through with requests.
  - Decorate booths and display areas.
  - Be alert, friendly, knowledgeable, and receptive to questions about Jamaica.
- Keep abreast of the market trends by attending travel industry and related organizations' meetings and functions in order to promote Jamaica.
- Maintain contact with wholesalers and travel agents by making regular sales calls.
- Assist travel agents and wholesalers with any problems arising in booking clients into Jamaican facilities.
- Encourage department stores, shopping malls, hotels and radio stations to organize Jamaican

promotions:

- meet and organize with principals, the various aspects of the promotion.
  - liaise with Jamaican entities if Jamaican businesses and talents are involved.
- Maintain relationships with the Jamaica Diaspora.
- Make presentations to travel organizations, tour groups, student groups, social clubs and special interest groups.
- Meet VIP visitors to the region and represent the JTB at meetings when required.
- Nurture Jamaican pride and awareness in the region:
  - Attend functions being organized by local ethnic groups and organizations.
  - Obtain prize trips and giveaways for these events.
  - Speak at these events and show presentations on new developments in the tourist industry.
- Organize, maintain and update sales patterns for the territory.
- Organize and conduct Fam tours for travel agents:
  - Prepare and confirm on island itinerary with hotels and tour operators.
  - Secure and request JTB rates and airline seats from main gateways.
  - Obtain mailing lists for invitations of top producing agents.
  - Write confirmation letters to agents.
- Prepare reports on sales activities for the Regional Director/ National Sales Manager.
- Provide updated promotional information to clients: travel agents, airlines, etc.
- Provide up-to-date promotional information to clients through brochures, newsletters, emails, etc.
- Register for trade shows in the sales territory.
- Supply brochures and display material for travel agents for window displays, visual displays and giveaways.

## **PERFORMANCE INDICATORS**

- Extent to which visitor arrival in the region increases.
- Timely delivery of key outputs as described above within agreed timeframes.
- Adherence to the JTB's codes of conduct & dress.
- Timely submission of reports/inputs that reflect current market conditions.

## **UNUSUAL WORKING CONDITIONS**

- Frequent late hours to attend trade shows that usually begin after regular business hours and last for approximately 5-6 hours.
- Travel at the conclusion of shows by car or air to the next occasion.
- Attend evening receptions, dinners and functions to make speeches, show audiovisual presentations and hand out brochures promoting Jamaica.

- Work numerous Saturdays and Sundays on fam trips, consumer shows, mall promotions and special events.
- Frequent long hours attending and arranging breakfast seminars which commence at 7.00 a.m.
- Inordinate amount of travelling.
- Meeting with tour operators or trade personnel prior and during breakfast when time is limited.

### **KNOWLEDGE, ABILITIES AND SKILLS**

- Maintain a high level of integrity, professionalism and confidentiality.
- Ability to communicate effectively both orally and in writing.
- Possess excellent interpersonal skills and the ability to maintain and foster cooperative and courteous working relationships with travel professionals.
- Demonstrate resourcefulness in setting priorities.
- Thorough knowledge of the Jamaican tourist product, regional operators and the travel and tourism industry.
- Knowledge of the objectives, policies and programs of the Sales Department and the JTB.
- Ability to sell Jamaica to a variety of audiences and corporate/civic organizations and consumer groups.
- Ability to organize and carry out fam tours.
- Ability to relate to all levels and types of people/personalities.
- Excellent marketing skills.
- Good decision-making skills and techniques.
- Proficiency in the use of Microsoft Office.

### **SPECIAL REQUIREMENT**

- Must own and operate a reliable motor vehicle
- Must be USA Citizen, green card holder or possess the required working documents to legally work in the USA.

### **REQUIREMENTS**

- Degree or diploma in Marketing/Sales
- Five (5) years of experience in marketing and sales

**Applications with resumes should be submitted no later than  
August 16, 2024 to:**

Senior Manager, Human Resource Development, Jamaica Tourist Board  
64 Knutsford Boulevard, Kingston 5  
Re: "Vacancy – Business Development Officer"  
Or e-mail: [jtbhrd@visitjamaica.com](mailto:jtbhrd@visitjamaica.com)