



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

BUSINESS DEVELOPMENT OFFICER, USA

3 Vacancies Fully Remote:

West/Southwestern Region – based in Texas

Mid-Western Region – based in Ohio

Mid-Western Region - based in Chicago

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 give 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 19, 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