



## CAREER OPPORTUNITY - CHIEF EXECUTIVE OFFICER

The Kenya Tourism Board (KTB) is a State agency whose mandate is to market Kenya's diverse tourism products that offer Kenyans, residents in Kenya and visitors to Kenya enriched tourism experiences.

The position of the Chief Executive Officer requires to be filled by a qualified professional who will be able to drive and build a competitive and sustainable tourism destination that is globally recognized and that Kenyans are proud of. KTB embraces a dynamic culture defined by strong tourism stakeholders' partnerships and collaborations. The job holder will be responsible for setting and executing the overall business strategy for KTB.

### Key Responsibilities:

1. To provide leadership in the development and implementation of KTB's strategic direction including growth of tourism arrivals, revenues and brand awareness.
2. To develop and recommend to the KTB Board of Directors strategies including annual business plans and operating budgets.
3. To develop and coordinate marketing strategies including defining and focusing on tourism markets that have the highest return.
4. To identify tourism market needs and trends and present to stakeholders.
5. To manage KTB's human resource and other assets to ensure appropriate management structures and policies are developed and implemented within the organization for sustainability.
6. To improve funding for marketing from both public and private sector to a globally competitive level while ensuring prudent financial management in line with the Public Finance Management Act and best practice.
7. To manage KTB's financial, operational, risk and crisis management systems to ensure that they are professional, workable and sustainable.
8. To advise the Board of Directors on the performance of the institution and all matters relating to KTB's strategy.
9. To foster harmonious working relationships and maintain business networks with local, regional and international stakeholders.
10. To provide proactive public relations and enhance KTB's corporate image.
11. To co-ordinate timely preparation of business related proposals, financial reports and annual budgets submissions for review by the KTB Board.

### Knowledge and skill requirements:

1. Experience in strategic planning and execution of business strategies.
2. Skills in examining and re-engineering operations and procedures with strong ICT knowledge and social media management skills.
3. Ability to develop financial plans, interpret and report financial data and manage resources.
4. An individual with strong leadership qualities, a track record of innovation and creativity with the ability to manage change.
5. Dynamic and strategically minded individual with a passion for performance and who is able to motivate teams and simultaneously manage several projects.
6. Ability to engage and relate with the KTB Board of Directors, Management, Government, the private sector tourism industry and other stakeholders.
7. Excellent people management, interpersonal, negotiation, conflict management, communication and presentation skills.
8. Have strong risk assessment and management skills.
9. A strong marketing background in travel and tourism and knowledge of the international tourism source markets will be an added advantage.
10. A strong understanding of long haul destination marketing and involvement in a successful long haul destination Tourism Board in a senior position will be an added advantage.
11. A strong understanding of the international travel industry which includes the airline industry, cruise ship industry and travel companies will be an added advantage.

### Key qualifications and experience:

The ideal candidate must possess the following:

1. Bachelor's degree from a recognized university.
2. Master's degree in Business or Marketing or related field.
3. At least 12 years working experience with at least 10 years at senior management level in the tourism, hospitality or related sector.

The successful candidate will be required to satisfy the requirements of Chapter Six of the Constitution of Kenya on leadership and integrity by submitting clearance certificates from the following institutions:

- \* Kenya Revenue Authority (Tax Compliance Certificate)
- \* Higher Education Loans Board (HELB)
- \* Ethics & Anti - Corruption Commission
- \* Directorate of Criminal Investigation (Certificate of Good Conduct)
- \* Report from an approved Credit Reference Bureau (CRB)

The Chief Executive Officer shall report to the KTB Board of Directors and shall hold office for a term of three (3) years but shall be eligible for re-appointment for one further term of three (3) years subject to satisfactory performance. An attractive and competitive remuneration commensurate with the responsibilities of the position will be offered to the successful candidate in line with applicable guidelines.

Applicants can access advertisement and application details on KTB's website [www.magicalkenya.com/recruitment](http://www.magicalkenya.com/recruitment). Applicants should either email their application and supporting documents to [ceorecruitment@ktb.go.ke](mailto:ceorecruitment@ktb.go.ke) or send or hand deliver their application and detailed CV with copies of certificates, indicating current position, qualifications, working experience, current remuneration, names of at least three (3) professional referees and day time telephone number to:

**The Chairman  
Board of Directors  
Kenya Tourism Board  
P. O. Box 30630 – 00100  
NAIROBI**

Applications should reach us not later than **5pm (East African Time)** on **Tuesday, 9<sup>th</sup> May 2023**. Only short-listed candidates shall be contacted.

**KTB is an equal opportunity employer committed to diversity and gender equality. Persons with disabilities are encouraged to apply. Canvassing will lead to automatic disqualification.**