



## **CAREER OPPORTUNITIES**

**Kenya Tourism Board (KTB)** is a State Corporation established under the Tourism Act, tasked with promoting Kenya as a premier tourist destination at local, regional and international levels.

KTB is now inviting applications from qualified candidates for the following positions:

NO	DESIGNATION	GRADE	NO. OF VACANCIES
1	Assistant Deputy Director, Partnerships and Resource Mobilization	Grade 4	1
2	Assistant Deputy Director, Business Tourism and Events	Grade 4	1
3	Assistant Deputy Director, Business Development, Tourism Product and Place Brands	Grade 4	1
4	Marketing Officer, Regional Market	Grade 6	1
5	Public Relations Officer	Grade 6	1
6	Marketing Officer- Social Media	Grade 6	2

### **1. ASSISTANT DEPUTY DIRECTOR, PARTNERSHIP AND RESOURCE MOBILIZATION, KTB GRADE 4**

#### **Key Responsibilities:**

- (i) Implements partnership and resource mobilization activities
- (ii) Implements departmental KPIs and annual targets for each audience (tourists, trade, sector, local community, KTB employees)
- (iii) Generate email campaigns with designers and copywriters for approval.
- (iv) Coordinates with different departments to implement the Kenyan Industry Engagement Programme (training, business intelligence, webinars, etc.).
- (v) Implements the departmental budget
- (vi) Prepare reports on other destinations best practices (competitors and leading destinations)
- (vii) Manages database for effective market segmentation and targeting
- (viii) Sensitizes consumers on the portfolio of the Services provided by KTB to the sector using the different available channels.
- (ix) Implements the contact plan for each target audience (sources, data structure, etc.)
- (x) Implement deliverables of the marketing agreements
- (xi) Implement consumer retention activities
- (xii) Compiles periodical reports of emailing campaigns performance

- and other departmental reports.
- (xiii) Attain the target volumes and reach the quality of contacts in the CRM
- (xiv) Analyze reports on customer complaints
- (xv) Implements and monitors fundraising strategies, that includes yearly targets to meet the costs of the current and future programmes
- (xvi) Develops and implements KTB's resource mobilization strategy, policies and programmes
- (xvii) Analyzes information and prepares reports and documents on activities related to resource mobilization
- (xviii) Initiates and establishes relationships with donors at the National, Regional and International levels and lead in programmes that will facilitate this
- (xix) Provides technical advice and support on grant proposal development to the programme team members
- (xx) Develops innovative approaches in resource mobilization both locally and internationally
- (xxi) Prepares reports to donors and relevant agencies
- (xxii) Prepares and reviews of agreements with donors and other partners
- (xxiii) Identifies and maps potential and emerging sources of funding and assessing their current usage and potential for the future
- (xxiv) Develops proposals for funding
- (xxv) Mentors and coaches

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) A minimum of at least eight (8) years' relevant experience with three (3) years in direct marketing, Resource mobilization, Customer Services/Loyalty program management and with three (3) years in a supervisory position
- (ii) Master's degree in any of the following is an added advantage; Marketing, Tourism Management, Business Administration, Project Management, Statistics & Economic or its equivalent qualification from a recognized institution
- (iii) Bachelor's Degree in Marketing or its equivalent qualification from a recognized institution – OR - Bachelor's Degree in any of the followings; Tourism Management, Business Administration, Project Management, Statistics & Economic or its equivalent qualification from a recognized institution with a Diploma in Marketing from a recognized institution
- (iv) Member of a relevant professional body
- (v) Management course lasting not less than four (4) weeks from a recognized institution
- (vi) Proficiency in computer applications
- (vii) Fulfilling the requirements of Chapter Six of the Constitution

## **2. ASSISTANT DEPUTY DIRECTOR, BUSINESS TOURISM AND EVENTS, KTB GRADE 4**

### **Key Responsibilities:**

- (i) Implements policies, strategies, plans and budgets for the department
- (ii) Undertake MICE audits and maintain a database of MICE facilities and stakeholders and suppliers in Kenya
- (iii) Develop MICE bidding document(s) that can be used by various organizations to bid for MICE to come to Kenya
- (iv) Coordinate the participation of KTB and the trade in key MICE exhibitions, events and forums in Kenya and internationally
- (v) Implement the packaging and promotion of MICE
- (vi) Initiate the development of new MICE promotions, affiliate programs and customer retention techniques
- (vii) Ensure optimal engagement with key sectors including planning and securing meetings with international, national and community leaders in MICE
- (viii) Coordinates with Deputy Director, Regional Markets and Deputy Director, Business Development in the preparation of their annual work plans, advising them on the establishment of objectives and the effectiveness of events.
- (ix) Attracts and negotiates collaboration agreements with private companies to support the value return, communication and marketing of business tourism, in line with the marketing strategy
- (x) Coordinates the private sector involvement in Business tourism events
- (xi) Compiles the necessary data to evaluate the performance of the events & exhibitions against objectives and providing regular reports as required by Management.
- (xii) Manage Activity budgets for the department
- (xiii) Prepare departmental reports including post-event reports
- (xiv) Prepares event plans, concepts and mobilizes trade for participation in events
- (xv) Negotiates sponsorship deals
- (xvi) Implement business lead development and bidding strategy with industry role-players
- (xvii) Manage KTB's MICE ambassador programme and communicate with key with key stakeholders such as ministries, embassies, government institutions, NGOs, corporate leaders and universities
- (xviii) Organize and host site inspection visits for confirmed international clients and qualified potential international buyers
- (xix) Apply tools, metrics and parameters to measure the contribution of the organization to growth of business tourism
- (xx) Maintain and track potential business leads, sales bids won and lost and produce monthly reports
- (xxi) Compile the necessary data to evaluate the performance of the department against objectives and provide regular reports as required by Management.

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) Minimum of at least eight (8) years' experience in a relevant field with at least three (3) in Exhibitions and Events Management and with three (3) years in a supervisory position
- (ii) Bachelor's degree in Industrial design, Interior design or related field with- OR - Bachelor's Degree in any field from a recognized institution with Postgraduate
- (iii) Master's degree in any of the following is an added advantage; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- (iv) Diploma in Design from a recognized institution.
- (v) Member of a relevant professional body
- (vi) Management course lasting not less than four (4) weeks
- (vii) Proficiency in computer applications
- (viii) Fulfilling the requirements of Chapter Six of the Constitution

### **3. ASSISTANT DEPUTY DIRECTOR BUSINESS DEVELOPMENT (TOURISM PRODUCT & PLACE BRANDS), KTB GRADE 4**

#### **Key Responsibilities:**

- (i) Conceptualize and implement product & place brands according to market requirements on time and within budget
- (ii) Develops & Implements the tourism products plans
- (iii) Timely implementation of the departmental annual work plans
- (iv) Manage the departmental budget & track utilization
- (v) Regularly monitor the destination offering: maintain an inventory of resources and attractions, tourist facilities & services.
- (vi) Implements the recommendations from market study on current and future products /experiences
- (vii) Engages identified partners in the packaging & promotion of the various product brands and place brands
- (viii) Builds a database of the members of each the product brand
- (ix) Establishes Product clubs and regularly engage the members of each product brand on product innovations as well as packaging and promotion of the various products and place brands.
- (x) Provides the industry with market intelligence (own and outsourced)
- (xi) Regular reports on the implemented activities
- (xii) Supports and mentors the team for them to produce content on each of the product & place brands
- (xiii) Regularly engages with & supports the County governments
- (xiv) Develop effective and interactive product development training tools.

#### **Key Qualifications and Experiences**

The ideal candidate **must** possess the following:

- (i) Eight years (8) years' relevant experience with three (3) years in a supervisory position and with three (3) years in Business Development

- (ii) Bachelor's degree in Business Administration, Marketing or a relevant field;-OR- Bachelor's degree in any field with a Diploma in Business Administration, Marketing
- (iii) Master's degree in any of the following is an added advantage; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- (iv) Member of a recognized professional body
- (v) Management course lasting not less than four (4) week from a recognized institution
- (vi) Proficiency in computer applications
- (vii) Fulfilling the requirements of Chapter Six of the Constitution

#### **4. MARKETING OFFICER, REGIONAL MARKET KTB GRADE 6**

##### **Key Responsibilities:**

- (i) Implements the regional marketing activities and achieve the objectives set.
- (ii) Coordinates familiarization trips.
- (iii) Receives and responds to queries from internal and external stakeholders.
- (iv) Consolidates departmental performance and activity reports. Contribute to the compilation to the Annual Work Plans.
- (v) Identifies ideal corporate giveaways for the planned regional activities.
- (vi) Monitors stock levels of collateral material in liaison with the brand management team, Administration and Procurement Departments respectively.
- (vii) undertake quarterly budget reconciliations
- (viii) Provide administrative support to the department including minute taking, maintaining databases and invoice register, and respond to correspondences/letters

##### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) Bachelor's Degree in any of the followings; Marketing, Tourism Management, Commerce (Marketing Option), Business Administration or its equivalent qualification from a recognized institution
- (ii) Member of a recognized professional body
- (iii) Proficiency in computer applications
- (iv) Fulfilling the requirements of Chapter Six of the Constitution

#### **5. PUBLIC RELATIONS OFFICER, KTB GRADE 6**

##### **Key Responsibilities:**

- (i) Generates activity sheets and follow up on the execution of PR programs that support the destination brand
- (ii) Coordinates Logistics and participate in Media Familiarization trips

- (iii) Shares information with the PR teams in the source markets as guided by the Deputy Director, Public Relations and Corporate Communication
- (iv) Shares timely responses to all the destination queries channeled through the Deputy Director, PR & Corporate Communications/Assistant Deputy Director, PR & Corporate Communications
- (v) Collates media reports from the various source markets for quarterly reporting
- (vi) Generates reports as per guided schedules

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) Bachelor's Degree in any of the following disciplines: Communications, Journalism, Public Relations, Marketing or related field from a recognized institution;
- (ii) Member of a relevant professional body
- (iii) Proficiency in computer applications
- (iv) Fulfilling the requirements of Chapter Six of the Constitution

## **6. MARKETING OFFICER, SOCIAL MEDIA KTB GRADE 6**

### **Key Responsibilities:**

- (i) Create and implement a comprehensive social media strategy aligned with the KTB's overall marketing goals.
- (ii) Identify target audiences and develop content strategies tailored to engage and resonate with these audiences.
- (iii) Curate third-party content that aligns with KTB's overall marketing strategy.
- (iv) Plan and schedule social media posts using scheduling tools to maintain a consistent posting frequency.
- (v) Optimize posting times to maximize audience reach and engagement.
- (vi) Monitor and respond to comments, messages, and mentions across social media platforms promptly and in line with the brand's tone and guidelines.
- (vii) Foster positive interactions and address customer inquiries, concerns, and feedback.
- (viii) Initiate and participate in conversations with followers and industry influencers to enhance the brand's visibility and credibility.
- (ix) Encourage user-generated content and engage with user-generated posts.
- (x) Track key performance indicators (KPIs) such as engagement metrics, follower growth, website traffic from social media, etc.
- (xi) Use social media analytics tools to measure the effectiveness of campaigns and strategies.
- (xii) Prepare regular reports detailing performance and insights to guide future strategies.
- (xiii) Work closely with other units to align social media efforts with broader marketing goals.
- (xiv) Collaborate with design and content teams to ensure consistent brand messaging and visuals.
- (xv) Stay informed about the latest social media trends, algorithm changes,

- and platform updates.
- (xvi) Continuously research and explore new tools and features to enhance the effectiveness of social media strategies

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) Bachelor's Degree in Marketing, Commerce (Marketing Option) or its equivalent qualification from a recognized institution – OR - Bachelor's Degree in any of the followings; Tourism Management, Business Administration or its equivalent qualification from a recognized institution with a Postgraduate Diploma in Marketing from a recognized institution
- (ii) Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, Web, Trends)
- (iii) Working knowledge of ad serving tools (e.g., DART, Atlas)
- (iv) Experience in setting up and optimizing Google AdWords campaigns
- (v) Working knowledge of HTML, CSS, and JavaScript development and constraints
- (vi) Member of a relevant professional body
- (vii) Proficiency in computer applications
- (viii) Fulfilling the requirements of Chapter Six of the Constitution

### **HOW TO APPLY:**

- (i) Applicants can access a detailed advertisement and application details on KTB's corporate website [www.ktb.go.ke/vacancies](http://www.ktb.go.ke/vacancies).
- (ii) Applications should reach us not later than **5:00pm (East African Time) on 30<sup>th</sup> June, 2025**
- (iii) **No hard copy applications will be accepted.**
- (iv) Only short listed candidates shall be contacted.

Successful candidates will be required to satisfy the requirements of Chapter Six (6) of the Constitution of Kenya 2010 on leadership and integrity by submitting clearance certificates from relevant institutions.

**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. KTB does not charge a fee at any stage of the recruitment process.**