



**MINISTRY OF TOURISM
JOB DESCRIPTION AND SPECIFICATION**

JOB TITLE:	Senior Director, Tourism Policy & Monitoring
JOB GRADE:	GMG/SEG 5
POST NUMBER:	532
DIVISION:	Policy Formulation & Technical Coordination
BRANCH:	Tourism Policy & Monitoring
REPORTS TO:	Chief Technical Director, Policy Formulation & Technical Coordination
MANAGES:	Senior Tourism Policy Analyst Tourism Policy Analyst Tourism Monitoring & Evaluation Analyst Administrative Assistant

This document is validated as an accurate and true description of the job as signified below

Employee

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date Created/revised

1. STRATEGIC OBJECTIVES OF THE ENTITY/DEPT/DIVISION *(in which the position is located)*:

TBD

2. JOB PURPOSE

Under the direction of the Chief Technical Director, Policy Formulation and Technical Coordination, the Senior Director, Tourism Policy & Monitoring provides professional and organisational leadership in the development, monitoring and evaluation of strategic tourism policy frameworks and responses, which enable the achievement of the Ministry of Tourism's planned outcomes, and alignment with broader government objectives. The Senior Director provides expert strategic advice to the Permanent Secretary and Senior Executives regarding current, evolving or emerging policy issues to facilitate executive decision-making.

3. KEY OUTPUTS

- Strategic evidence-based advice and analysis provided
- Tourism policies developed and maintained
- Leadership in policy development provided
- Policy monitoring and evaluation framework developed and implemented
- Reports, Cabinet Submissions/Notes, technical papers, and publications prepared and issued
- Operational policies, systems and standards are developed
- Stakeholder Relationships established and maintained
- Corporate/Operational Plans and Budgets developed and managed
- Annual/Quarterly/Monthly performance Reports prepared
- Individual work plans developed
- Staff Appraisals Conducted

4. KEY RESPONSIBILITY AREAS

Technical/Professional Responsibilities

- Provides timely strategic evidence-based advice and analysis on current and prospective developments in all tourism and associated policies for the Permanent Secretary, Senior Executives and Key Stakeholders;
- Leads the development, implementation and maintenance of policy design mechanisms and tools through technical analysis and political processes to achieve policy goals;
- Leads the policy planning and research machineries to advance the Ministry's understanding of issues all tourism policy matters and administration, including impacts on efficiency, effectiveness and sustainability;
- Leads the direction of costings and analyses of alternative tourism policies to inform the Permanent Secretary regarding their potential fiscal and economic impacts;
- Leads the formulation, implementation and revision of systems to collect, maintain, analyze and make available data and statistics on the Ministry's policies and associated programmes to support planning and performance measurement;
- Leads policy professionals and direct policy development activities within the organisation to effectively deliver the agreed policy programmes;

- Identifies, evaluates and critically analyses highly complex and politically sensitive issues and concerns affecting policy outcomes to deliver evidence-based decision making and develop logical, practical and well-balanced policy resolutions;
- In collaboration with Senior Executives/other staff guides and supports the preparation of all tourism policy documents in, including the preparation of legislative proposals, facilitation of the legislation and policy process;
- Leads and supports consultations with staff, other departments and external stakeholders to support decision-making, particularly for all tourism policies affecting the public or target stakeholder groups;
- Guides, reviews and assists in the preparation of responses to tourism policies queries, petitions, and requests from the Cabinet Office, other GOJ stakeholders, as well as external stakeholders;
- Guides, reviews and assists in the preparation of decision-making documents, to include: Cabinet Submissions, Notes, Ministry Papers, Technical Papers etc.
- Develops and implements structures that provide guidance and support for on-going planning and policy planning and development within the Ministry;
- Leads the design and implementation systems and procedures for the continuous monitoring and evaluation of tourism policies, programmes and projects of Ministry and its implementors;
- Leads the development, implementation and revision of performance monitoring mechanisms such as key indicators, targets, metrics and measurements;
- Leads the establishment and maintenance of monitoring and evaluation information systems/databases and ensures that resources are current, and available to key stakeholder;
- Guides the assessment of issues, risks and learnings raised through monitoring/evaluation reports for agencies/departments;
- Directs the creation of good monitoring practices in the Ministry by planning and conducting spot audits of monitoring practices by implementing departments/agencies; and follow up with feedback and suggestions to support quality improvement initiatives;
- Provides policy advice to the PS and CTD on matters that are essential to be deliberated by the Tourism Advisory Council and supervise the preparation of briefs, reports for the Council as convened by the Hon. Minister;
- Liaises with relevant staff of the Ministry and its agencies (JTB, TPDCO, JAMVAC, Baths and Spa) on plans and strategies for tourism development in order to guide the Ministry's policy development and Division's programme evaluation;
- Establishes and maintains liaison and linkages with Private Sector Tourism Associations, Resort Boards, Government Ministries, departments and Agencies, Statutory Bodies and Non-Governmental Organizations on tourism related matters to ensure that the stakeholders' interests are addressed in tourism policies and programmes;
- Establishes and maintains liaison and linkages with International Tourism Bodies such as the World Tourism Organization (WTO), World Travel and Tourism Council (WTTC); Regional organizations: CARICOM, Caribbean Tourism Organization (CTO), Caribbean Hotel Association (CHA); and the Association of Caribbean States (ACS) to guide tourism policies and programmes;

- Establishes and maintains liaisons and linkages with relevant bodies/committees to support and guide environmental, cultural and heritage tourism policies/projects/programmes;
- Provides policy coordinates to the Ministry's Multi Hazard Risk Management and Climate Change programme for the Tourism Sector;
- Liaises with the Tourism Economics & Facilitation Branch to support and partner on matters relating to: Tourism Incentives Schemes, Tourism Economic Data and other general tourism facilitation mechanisms;
- Establishes and sustains effective working relationships with senior policy professionals and key stakeholders across the public sector more generally to optimise engagement, consultation, negotiation and facilitation of policy alignment, implementation and response;
- Keeps abreast of tourism policies, monitoring and evaluation initiatives to ensure adherence to international standards and competitiveness.

Management/Administrative Responsibilities

- Directs the alignment of the Branch's corporate/operational plans and budget with the Ministry's strategic objectives and priority programmes;
- Maintains mechanisms to effectively coordinate the alignment of plans, programmes and projects of the Ministry and its departments and agencies in order to ensure a cohesive and complimentary execution of policy and programme initiatives;
- Participates in and coordinates the development of the strategic direction of the Ministry;
- Prepares and submits performance and other reports relating to the achievement of targets for the ministry and its agencies as required and ensures timely submission of all documents/information requested from the Branch;
- Establishes and maintains quality customer service principles, standards and measurements for the Branch;
- Develops Individual Work Plan based on strategic alignment with MOT's Operational Plan;
- Establishes and maintains various Policy Formulation and Monitoring/Evaluation Committees that makes recommendations for the implementation of improved procedures and systems;
- Represents the MOT at meetings, conferences and other fora as needed.

Human Resources Responsibilities

- Provides leadership and guidance through effective planning, delegation, communication, training, mentoring and coaching;
- Evaluates and monitors the performance of staff in the Branch and implements appropriate strategies;
- Coordinates the development of individual work plans and recommends performance targets for the staff assigned;
- Participates in the recruitment and training of staff of the Division;
- Recommends succession initiatives, transfer, promotion and leave in accordance with established Human Resource Policies and Procedures;
- Identifies skills/competencies gaps and contributes to the development and succession planning for the Division to ensure adequate staff capacity;

- Monitors the performance of staff and facilitates the timely and accurate completion of the staff annual performance appraisals and other periodic reviews;
- Ensures the well - being of staff supervised;
- Effects disciplinary measures in keeping with established guidelines/practices.

Other Responsibilities

- Performs all other related duties and functions as may be required from time to time.

5. PERFORMANCE STANDARDS

- Technical advice and recommendations provided are sound and supported by qualitative/quantitative data;
- Tourism policies developed and maintained accord with international best practices, are aligned to GOJ policy priorities and timeframes;
- Leadership in policy development provided in keeping with agreed guidelines and timeframes;
- Policy monitoring and evaluation frameworks developed and implemented in accordance with established standards and timeframes;
- Operational policies, systems and standards are developed in accordance with agreed standards and timeframes;
- Cabinet Submissions, policy/programmes recommendations and briefs or position papers on technical matters are appropriately prepared and submitted within the required timeframes.
- Reports are comprehensive, accurate and submitted within the required timeframes.
- Systems and standards are developed in a timely manner and adequate controls and tracking systems are in place to monitor their effectiveness.
- Operational policies and procedures are documented, kept current and accessible to all who are required to be apprised.
- Annual/Quarterly/Monthly performance reports are prepared in accordance with agreed format, are accurate and submitted on time;
- Individual Work Plans developed in conformity to established standards and within agreed timeframe;
- Staff Appraisals completed and submitted in accordance to agreed timeframe and standards;
- Confidentiality, integrity and professionalism displayed in the delivery of duties and interaction with staff.

6. INTERNAL AND EXTERNAL CONTACTS

Internal Contacts (required for the achievement of the position objectives)

Contact (Title)	Purpose of Communication
Permanent Secretary Chief Technical Director – Policy Formulation & Technical Coordination	Receive guidance and professional support, provide timely, expert advice and exchange information

Contact (Title)	Purpose of Communication
Senior Executives/Head of Divisions	Provide expert advice, build strong relationships to facilitate policy consultation and the exchange of information
Direct Reports	Monitor and review performance, provide leadership and guidance, foster ongoing professional development
General Staff	Receive and exchange information

External Contacts (required for the achievement of the position objectives)

Contact (Title)	Purpose of Communication
Ministries/Departments/Agencies	Establish professional networks and relationships to maintain currency of issues, share ideas and learnings, and collaborate on common responses to emerging and/or developing issues
Cabinet Office	Monitor and facilitate the progress of policies through decision making processes
Technical Committees, such as: Tourism Advisory Council, Disaster Risk Management, Cultural Heritage & Community Tourism	Foster effective proactive relationships with other stakeholders, in particular community and/or industry groups for whom policy impacts are most critical
Tourism Policy Implementors: JTB, TPDCO, TEF, JAMVAC, Baths and Spa etc.	Conduct training on new policies; and monitors and evaluates the implementation of policies/programmes
Tourism stakeholders such as the World Tourism Organization (WTO), World Travel and Tourism Council (WTTC); Regional organizations: CARICOM, Caribbean Tourism Organization (CTO), Caribbean Hotel Association (CHA); Association of Caribbean States (ACS); etc.	Foster effective proactive relationships with other stakeholders, in particular community and/or industry groups for whom policy impacts are most critical
Other Stakeholders, example: Professional Bodies, Academia, etc.	Foster effective proactive relationships with other stakeholders, in particular community and/or industry groups for whom policy impacts are most critical
General Public	Receive and share information on tourism policy initiatives through consultation

7. AUTHORITY

- Recommends new policy, policy changes, programme and project development initiatives;
- Recommends revision of legislation and coordinates the revision process;
- Approves/Administers procedures for the monitoring and reviewing of programmes and policies;
- Appraises projects and programmes concerned with environmental and cultural issues in the tourism industry;

- Implements new measures and procedures to enhance the Ministry's strategic and technical capabilities;
- Approves Terms of Reference and other specifications;
- Recommends staff appointments, promotion, recruitment, disciplinary action, leave and general welfare issues;
- Recommends relevant training and development programmes for direct reports to enhance knowledge and performance.

8. REQUIRED COMPETENCIES

Core

- Oral Communication
- Written Communication
- Customer & Quality Focus
- Teamwork & Cooperation
- Integrity
- Compliance
- Interpersonal Skills
- Change Management

Technical

- Excellent knowledge of GOJ policy directed at the tourism sector (to include: Sustainable Development/Natural Resource Management) and associated areas.
- Sound knowledge of the general operations of the machinery of government, the role function and operations of Cabinet and Parliament;
- Excellent knowledge of governance framework and issues relating to the Tourism sector.
- Sound knowledge of the Government's governance, accountability and accounting framework, including relevant guidelines, regulations and legislation.
- Excellent knowledge of Government and administrative systems and public policy.
- Sound knowledge of the legislative and regulatory framework and standards governing the tourism sector.
- Excellent leadership and negotiating skills;
- Ability to analyse and interpret financial information for decision making;
- Ability to exercise sound judgment and conviction of purpose in unfavourable or unpopular situations;
- Ability to prioritize amongst conflicting demands, solve business problems and make rational decisions based upon a sound understanding of the facts in limited time;
- Ability to manage limited resources in order to achieve challenging output targets;
- Well-developed analytical capabilities; and particularly, the ability to critically analyze industry reports and other outputs from investigations, audits, position papers and proposals.
- The ability to work effectively in stressful and time sensitive scenarios is a critical competence.
- Proficiency in required computer applications such as spreadsheet, word processing and Power point.

9. MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Master's Degree in Public Sector Management, Public Policy, Business Administration, Management Studies, Tourism Development or related field of Social Science;
- Specialized Training in Policy Development, Sustainable Tourism, Natural Resource Management;
- Five (5) years' experience in Public Policy or equivalent environment, with three (3) in a senior management capacity.

OR

- Bachelor's Degree in Public Sector Management, Public Policy, Business Administration, Management Studies, Tourism Development or related field of Social Science;
- Specialized Training in Policy Development, Sustainable Tourism, Natural Resource Management;
- Seven (7) years' experience in Public Policy or equivalent environment, with five (5) in a senior management capacity.

10. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Work will be conducted in an office outfitted with standard office equipment and specialized software. The environment is fast paced with on-going interactions with critical stakeholders and meeting tight deadlines, which will result in high degrees of pressure, on occasions. May be required to travel locally and internationally to attend conferences, seminars and meetings.