



JOB VACANCY ANNOUNCEMENT JVA 17-011

It is the policy of the Marianas Visitors Authority (MVA) to limit hiring to qualified US workers, as restricted by CNMI law, and that equal opportunity be given to all qualified US worker applicants regardless of age, sex or sexual orientation, religion, marital status, political status, veterans status, disability or place of origin. MVA is an equal opportunity employer.

POSITION TITLE : **MARKETING SPECIALIST I**
PAY LEVEL : **10/01**
ANNUAL SALARY : **\$23,394.02**
**The salary given will be determined by the qualifications of the appointee.
LOCATION : **Marianas Visitors Authority, Saipan**

Opening Date: 07/07/17

Closing Date: 07/21/17*

**Applications must be submitted by 5:00 pm on the closing of business hours. If not filled, the vacancy announcement will be continued and applications will be reviewed every two weeks thereafter until the search is closed. Deadlines that fall on a non-business day will be extended to the next business day.*

NATURE OF WORK

The Marketing Specialist I, under the guidance and general supervision of the Marketing Manager, assists in the planning, development and implementation of marketing programs in one or more of the tourism target countries in order to attract visitors to the CNMI. The Employee may either direct or assist in directing the marketing program for one or more of the target markets. Able to communicate in Japanese preferred.

DUTIES AND RESPONSIBILITIES

- Know and uphold the established MVA Mission, policies and procedures, relevant federal and Commonwealth statutes and regulations, and MVA and Marketing Section goals and objectives.
- Assist the Marketing Manager in attaining the goals and objectives for the Marketing Section in line with the MVA Mission and business strategy.
- Develop and implement the MVA's overseas marketing and promotional programs for one or more of the markets of interest to the CNMI, and monitor market trends and organize opportune marketing strategies for MVA.
- Attend and coordinate ad hoc meetings and activities with MVA staff, MVA Members and both local and off-shore travel- tourism representatives for the assigned target marketing area.
- Assist in coordinating MVA's participation in off-island promotions, including registration, travel arrangements, and processing of travel authorizations.
- Assist visiting travel trade and media representatives and other persons important to the promotion of tourism in the CNMI by arranging familiarization tours and providing information and promotional materials, and assisting with travel and accommodation arrangements.
- Review incoming correspondence, proposals, and other materials related to marketing and promotions for the assigned market area and take appropriate course of action within the MVA's policies and procedures.
- Supervise, control and monitor marketing expenditures and promotional contracts for the assigned marketing area in accordance with contract conditions approved by the MVA Board of Directors.

- Monitor the activities of the off-shore MVA representatives for the assigned marketing area and evaluate their performance and effectiveness per contractual agreement.
- Work in close coordination MVA business members, tour-travel partners and government agencies in the planning, development and execution of local marketing promotions and events.
- Oversee the development and dissemination of updated information about the CNMI to off-shore and local travel-tourism partners.
- Assist other sections within MVA in the conduct of tourism-related projects and events, as required.
- Perform other duties as may be assigned, including occasional duties normally performed at either a higher or lower position level.

REQUIREMENTS OF WORK

1. Knowledge of:
 - a. Marketing techniques, including advertising and publicity, promotions, and public relations as well as product development in the Japan, Korea, China, and Australia media.
 - b. Producing travel-marketing literature, films and other point of sale materials
 - c. Principles and concepts of team building, strategic planning and resource management
2. Skills in:
 - a. Managing human and material resources
 - b. Analyzing performance results to determine methods of improving service.
 - c. Preparing written reports, preparing and delivering oral presentations
 - d. Analyzing project needs and determining solutions.
 - e. Use of personal computer hardware and Microsoft software programs to include MS Excel, Access, MS Outlook and Word
3. Ability to:
 - a. Communicate clearly, concisely and accurately with all levels of staff and customers, both verbally and in writing
 - b. Plan, coordinate, review and correctly modify projects, programs, activities and events to ensure their success
 - c. Establish and maintain cooperative and effective relationships with government officials, community and business organizations, MVA membership and the general public
 - d. Make logical and sound decisions in the resolution of difficult and complex situations
 - e. Deliver mass marketing and promotional program activities
 - f. Create a team environment and maintain employee morale
 - g. Perform in a self-directed, hard-working, creative and forward thinking manner

MINIMUM QUALIFICATION REQUIREMENTS

Education: Associate's degree from an accredited college or university, or an equivalent additional two years of hospitality, public relations, marketing or tourism-related work experience

Work Experience: One year of hospitality, public relations, marketing or tourism-related experience

Conditional Requirements This position is "Non-Exempt" and is eligible to receive overtime compensation pursuant to NMIAC § 10-20.2-340 [Part IV.B16 of the Personnel Service System Rules and Regulations (PSSRR)] and the Fair Labor Standards Act (FLSA).

HOW TO APPLY

Interested persons may contact the Marianas Visitors Authority Office at (670) 664-3200/01. A completed application must be submitted together with the required documents for consideration until search is closed. A resume may be attached, but the application form must be filled out in full.