

Tuvalu Government – Job Description



Position Title:	Marketing officer	
Level and Salary (P/L):	T1-T3	\$15,448 to \$29,287
Ministry and Department:	Transport, Communication and Innovation	Energy, and Tourism
Location:	Funafuti	
Reports to:	Marketing Manager	

JOB PURPOSE:

Assist the Marketing Manager in facilitating strategic marketing initiatives for the department, ensuring alignment with organizational objectives and enhancing customer engagement. The Marketing Officer plays a pivotal role in promoting products/services, driving brand awareness, and supporting revenue growth through targeted campaigns under the direction of the Marketing Manager.

KEY RESPONSIBILITIES:

1. Assist in developing and executing comprehensive marketing strategies to effectively convey departmental goals and initiatives.
2. Cultivate positive relationships with industry partners, customers, and stakeholders to ensure alignment with departmental activities.
3. Coordinate the creation of marketing content for various channels, including advertisements, social media platforms, and promotional materials (both digital and print), under the guidance of the Marketing Manager.
4. Monitor market trends, customer feedback, and campaign performance to provide strategic recommendations for enhancing marketing efforts.
5. Collaborate with internal teams to ensure consistency in branding and messaging across all marketing materials.
6. Respond promptly to customer inquiries and coordinate promotional events or campaigns as necessary, in collaboration with the Marketing Manager.

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MAIN DUTIES AND OUTCOMES:

- 1.1 Assist in developing and implementing marketing plans to support departmental objectives and initiatives under the supervision of the Marketing Manager.
- 1.2 Relate above to development pathways identified in the TSTP and Tourism Sector Plan (once finalized).
- 2.1 Cultivate and maintain relationships with industry partners, tourism boards, and local communities to ensure alignment with departmental activities.
- 2.2 Forge strong communication channels with customers and stakeholders to enhance brand loyalty and trust.
- 3.1 Create compelling content for advertisements, social media posts, newsletters, and promotional materials under the guidance of the Marketing Manager.
- 3.2 Develop a content strategy that outlines themes, formats, and messaging for various marketing channels. This involves collaborating with stakeholders to identify key messages and target audiences.
- 3.3 Coordinate the creation of content (advertisements, social media posts, brochures) by working with internal teams or assigning tasks to external writers and designers. Ensure content adheres to style guides and editorial calendars.
- 3.4 Schedule and distribute content across various platforms and monitor its performance (website traffic, social media engagement). Analyze data to inform future content creation and distribution strategies.
- 4.1 Monitor market trends, customer feedback, and competitor activities related to departmental initiatives and adjust marketing strategies as needed.
- 4.2 Identify areas for improvement and recommend marketing strategies to enhance customer understanding and engagement.
- 5.1 Ensure consistency in branding and messaging across all marketing channels.
- 5.2 Work with internal teams (marketing, design) to ensure all marketing materials (advertisements, social media content, brochures) deliver a consistent message and reinforce the department's brand identity.
- 5.3 Review and approve marketing materials created by internal teams or external vendors to ensure they adhere to established messaging guidelines and branding standards.

6. Customer Engagement and Reporting

- 6.1 Respond to customer inquiries in a timely and professional manner, coordinating responses or follow-ups as required.
- 6.2 Prepare departmental representatives for promotional events or campaigns, providing guidance on messaging and communication techniques.
- 6.3 Evaluate the effectiveness of marketing efforts through metrics such as sales figures, website traffic, and audience engagement.
- 6.4 Provide to Marketing Manager reports, Social Media and Content Marketing reports, Campaign Performance reports, and Competitor Analysis reports on a quarterly basis or upon request.

MANDATORY REQUIREMENTS:

- Diploma in marketing, business administration, communications, or equivalent industry skills and equivalent.

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Experience

- Sound experience in assisting with the development and execution of marketing campaigns.
- Experience in preparing and delivering formal presentations of marketing strategies and outcomes for both internal and external clients.
- Experience in preparing a range of different style written products (including marketing plans, proposals, fact-sheets, full reports, summary reports, social media posts).

DESIRABLE REQUIREMENTS:

Skills and Abilities

- Ability to source, extract, and analyze market data and customer insights.
- Well-developed computer skills in a variety of programs including word processing, database packages, and marketing analytics tools.
- Excellent skills in data manipulation and preparing tables, graphs, and charts.
- Well-developed oral and written communication skills, in order to liaise with clients at senior levels and with other organizations, as well as preparing user-friendly marketing reports.
- Excellent presentation skills.
- Excellent interpersonal skills and experience in working independently and within teams.
- Good understanding of the tourism industry and factors affecting the industry's performance.
- Excellent detail focus and ability to follow through on deliverables.

NOTE: THIS POSITION MAY REQUIRE WORK OUTSIDE OF NORMAL WORKING HOURS

IMPORTANT NOTICE

Applications through their application MUST

- i. Address all the qualification requirements of the job description
- ii. Address each of the responsibilities of the job as listed in the job description indicating how best he/she can carry out those responsibilities satisfactorily and at the same time add value to the job
- iii. The response in each case in (i) and (ii) must reflect the information in the CV and the job application check list

It is expected that officers recognize the cross-cutting nature of gender issues; the roles and responsibilities in this job description should be performed by taking into account a sector integration of gender perspectives.