

Government of Tuvalu — Job Description



Position Title:	Director of Tourism	
Band And Salary:	T1 – T3	\$15,448 - \$29,287
Ministry and Department:	Transport, Energy Communication, and Innovation	Tourism
Location:	Funafuti	
Reports To:	Assistant Secretary	

JOB PURPOSE:

Lead the strategic development, policy formulation, and operational management of Tuvalu's tourism sector, ensuring sustainable growth, community benefit, and alignment with national development goals. Oversee the implementation of tourism initiatives including the Tuvalu Sustainable Tourism Policy, Fatamaa Homestay Policy and program, Sei Tuvalu pageant, Tuvalu Expo participations, while managing departmental staff and budget.

KEY RESPONSIBILITIES:

1. Strategic Leadership and Policy Development
2. Departmental Management
3. Stakeholder Coordination and Advocacy
4. Sustainable Tourism Development
5. Marketing and Promotion
6. Monitoring and Evaluation

MAIN DUTIES AND OUTCOMES:

- 1.1 Formulate and implement national tourism policies, strategies, and action plans, with a focus on outer islands' development, cultural preservation, and environmental sustainability.
- 1.2 Advise the government on tourism trends, economic opportunities, and regulatory frameworks.
- 1.3 Develop a 5-year Tourism Master/Sector Plan with measurable targets for outer islands and Funafuti.
- 2.1 Supervise the Tourism department (e.g. Tourism officers), budgets, and partnerships with other ministries and agencies.
- 2.2 Ensure compliance with national and international tourism standards and agreements.
- 2.3 Train and mentor Tourism officers and local entrepreneurs in hospitality, marketing and sustainability.
- 3.1 Act as a primary liaison between tourism stakeholders (local communities, private sector, NGOs, and international bodies like the Pacific Tourism Organization).
- 3.2 Secure grants/investments and partnerships for tourism infrastructure (e.g. accommodation, transport, digital platforms), and highlight marketing, and capacity building projects.

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- 4.1 Oversee the Tuvalu Sustainable Tourism Policy, the Fatamaa Homestay Policy and other community-based tourism initiatives, ensuring equitable benefits for outer islands.
- 4.2 Promote eco-tourism, cultural heritage preservation, and climate-resilient tourism practices.
- 4.3 Publish annual tourism impact reports on economic, social, and environmental outcomes.

5.1 Lead national and international marketing campaigns to position Tuvalu as a premier sustainable tourism destination.

5.2 Represent Tuvalu at global tourism forums, trade shows, Expos and diplomatic engagements.

6.1 Establish KPIs for tourism growth (e.g. visitor numbers, revenue, community impact) and report to the Permanent Secretary.

6.2 Mitigate risks (e.g. environmental degradation, over-tourism) through policy adjustments.

6.3 Lead crisis management (e.g. climate events, pandemics) affecting the tourism sector.

MANDATORY REQUIREMENTS:

Qualification/Experience

- At least a bachelor degree in Tourism Management, Public Administrations, Economics, or related field.
- 3 years in management role and certification in project management, sustainable tourism, or policy development.

DESIRABLE REQUIREMENTS:

Skills and Abilities

- Sound knowledge of computer literate with commonly used of office and software programs
- Strong financial and budgetary oversight skills
- Exceptional reporting, public speaking, and advocacy skills.
- Fluency in both spoken and written Tuvaluan and English.
- Advanced knowledge in Tuvalu culture, Tourism sector, and social issues and solutions.
- Strong technical skills. - experience with digital tourism platforms.
- Excellent interpersonal relationship skills.
- Ability to liaise with a range of stakeholders.
- Sound time management skills.
- Good health and fitness and Team Working Skills

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 'Ob a lication check list