

**Achievement of Market-Friendly Initiatives and Results Program
(AMIR 2.0 Program)**

Funded By U.S. Agency for International Development

**Assessment and Development of the Jordan Tourism Board's (JTB) HR
Systems, Policies, and Procedures**

Final Report

**Deliverable for Business Management Initiative (BMI) Component, Task No. 261.1
Contract No. 278-C-00-02-00201-00**

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This interim report was prepared by Kenneth Donaldson, in collaboration with Chemonics International Inc., prime contractor to the U.S. Agency for International Development for the AMIR Program in Jordan.

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Background

Tourism is now recognized as one of the few resources that Jordan has to enhance its economy and generate additional economic opportunities for its citizens. The Achievement of Market-Friendly Initiatives and Results program (AMIR 2.0) is familiar with the economic realities of Jordan and the region, and has committed itself to providing any assistance it can to enhance this industry's capacity to generate employment and promote through it prosperity for all Jordanians.

The Jordan Tourism Board (JTB) became operational in 1998. Since its foundation it has conscientiously attended to the development of its infrastructure; securing both human and financial resources to establish itself as a serious contributor to Jordanian economic development initiatives as well as demonstrate its relevance and capability to its stakeholders. The JTB has concluded that in its attempt to expedite its organizational development and establish itself quickly in the market it may not have designed its organization and related human resources management programs in the most efficient or effective manner.

AMIR 2.0, specifically the Business Management Initiative (BMI) Component, has been providing the JTB with technical assistance since the beginning of 2002. This technical assistance in the form of consultants has been examining and assessing JTB's current organizational structure to ascertain deficiencies in the original design while also establishing its appropriateness for meeting JTB business strategies for the short- and long-term. In July 2002 an AMIR consultant proposed to the JTB a revised structure that in his words ..¹"ensures a synergetic fit with the strategy and a major upgrade in effectiveness of expenditure and marketing impact".

This consultancy was contracted to advance the process by:

- Performing an HR audit and an overall assessment of the JTB's:
 - Organizational design
 - Job descriptions
 - Job Classification System
 - Staffing policies
 - Employee Performance-Based Evaluation System
 - Employee Professional and Personal Development Systems
 - Employee practice manual and develop a more detailed, comprehensive manual if required.

The consultant was asked to provide this interim report to AMIR to be used for briefing purposes only, before work is continued on developing the evaluation system, the professional and personal development systems and the employee practice manual.

¹ Final Report Assessment of the Jordan Tourism's Board's Institutional Framework, Management Capacity and Organizational Structure: Developing a Revised Organizational Structure, Mr. M. McNulty, 2002

As noted by earlier consultancies to include an EU organizational assessment the JTB does not possess the essential foundation building blocks:

- Skilled staff
- Sufficient resources
- Accurate and reliable market research data
- A Marketing Plan

This consultancy concurs with these findings and confirms that the situation continues even at the writing of this report.

Specific Tasks Accomplished and Key Findings

- The consultancy has met with all relevant individuals to include the Managing Director of JTB, Mr. Marwan Khoury; the Marketing Director of JTB, Mr. Waleed Muhajer; Ms. Malia Asfour, Director JTBNA, and the Chairman of the JTB Board of Directors, the Minister of Tourism, HE Taleb Al Refai and the entire JTB Board of Directors. The scope and purpose for the consultancy were discussed at these meetings.
- The consultancy has performed a human resources audit comparing the results to the present and proposed organizational structures. The present manpower authorizations do not reflect staffing realities as required by its current organizational structuring for which no chart exists. The staffing incongruities exist partially due to the lack of a JTB Strategic Plan and accompanying Work and Action Plans.
- During interviews information was volunteered by the participants that indicated that JTB staffing procedures do not follow internationally accepted, "best practices". To quote again an earlier report.. "staff hiring did not follow best practice, professional staff development programs do not exist and the diversity of skills and practical knowledge necessary are absent". These circumstances are still evident in the JTB organization at the time of this report.
- The consultancy reviewed and agrees with the JTB organizational structure as proposed by Mr. Matt McNulty during his July 2002 consultancy (**Annex A**)
- The consultancy, using Mr. McNulty's proposed structure and drawing from the EU Mission Report dated August 2002, drafted and presented to the JTB senior management for their consideration and approval proposed job descriptions to be used in conjunction with the new proposed JTB structure (**Annex B**).
- The consultancy provided a draft , and very simplistic classification schema and salary schedule to be used by the Managing Director, his staff, and the JTB Board of Directors to project anticipated payroll expenses should they agree to the proposed organizational structure (**Annex C**). Neither the classification schema nor the salary schedule/scale

should be construed as their being final products. A more concentrated effort resulting in more detailed schemas and schedules will follow upon approval of the proposed structure and revised position descriptions by JTB senior management and its Board of Directors.

Next Steps

The consultancy is now waiting for the approval of the JTB management staff and Board of Directors of the proposed organizational chart and position descriptions. Upon receipt of their approval the consultancy will revise the classification schema, the salary schedule/scale and begin developing, with the JTB Human Resources Manager, policies and procedures to apply to its Human Resources Management Program. These policies and procedures will appear in an Employee Practice Manual, a deliverable for this consultancy.

Annex A

Proposed Organizational Structure for JTB



Annex B

Proposed Position Description/Job Descriptions/Job Summaries for JTB

POSITION SUMMARY

Title: Chief of Media and Public Relations

Division/Department: Marketing Support Division

Reports to: Communications Director

Positions reporting to: None

Location: Amman, Jordan

Position Objective: Reporting to the Communications Manager, the Chief of Media and Public Relations plans and implements specific phases of the JTB public affairs program designed to convey information about Jordan, its tourism products or JTB including its programs, activities, objectives and results. The post holder will be directly involved in preparing, writing and editing material for use by the Royal Court, Ministry, JTB senior management and media.

PRINCIPLE ACCOUNTABILITIES:

1. To pro-actively establish productive working relationships with local and international media and JTB stakeholder groups.
2. Develop and maintain a database/ mailing list of all tourism, travel, news and relevant media contacts including independent travel writers, in Jordan and all markets where the JTB operates.
3. Propose media campaigns and implement them when approved.
4. Contributes to the distribution of information to all JTB international representatives (including contracted representatives and others) relating to tourism in Jordan.
5. Formulates informational packs and press kits for seminars, workshops, media visits, etc.
6. Assists in the preparation for publicity events hosted by JTB.
7. Prepares and makes presentations.
8. Accompanies group and individual media and other familiarization visits.
9. Plans and provides support to the JTB marketing efforts through ensuring continuous favorable media coverage throughout its source markets.
10. Arranges for media coverage of all major events involving the JTB and its partners.
11. Captures media visit comments and reactions in a JTB-approved "after action" format and implements the follow-up system for all journalists making press trips to Jordan on JTB or tourism related business.
12. Submits materials to be incorporated in the JTB website through the Communications Manager for review and authorization.
13. Maintains an effective working relationship with the entire JTB staff and stakeholder network.
14. Establishes and maintains regular contact program with the media to secure targeted media coverage to support JTB objectives and campaigns.
15. Lobbies the media to foster an interest and place story proposals among journalists and broadcasters to pursue features on Jordan.
16. Assists special events in Jordan to plan and implement media and public relations campaigns.
17. Deals with communications from the public, JTB stakeholders and others as required.
18. Assist in the updating of travel guidebooks on Jordan.

PLACE IN ORGANIZATION**KNOWLEDGE AND SKILLS REQUIREMENTS****Education or Equivalent Experience:**

BA/Bsc in Journalism, Advertising, Marketing, or other related field; Masters Degree an advantage.

Specialized Knowledge/Qualifications:

Minimum of three years of professional or technical experience which has required the ability to maintain productive working relations with individuals and/or groups while obtaining, interpreting and disseminating information about activities, programs, and objectives of an organization; or analyzing data and presenting the pertinent facts in written form. This experience should include one year of experience specializing in writing or editing articles, speeches, pamphlets, news releases, or other materials for use by the communications media.

Additional Qualifications:

1. Professional working knowledge of communication methods and techniques.
2. Ability to follow up and capitalize on opportunity.
3. Professional level oral and written communication skills in Arabic and English.
4. Knowledge of other source market languages an advantage.
5. Working experience as a journalist.
6. Knowledge and ability to use Microsoft Publisher or other desktop publishing Software.

Personal Traits

1. Work pro-actively with other departments in identifying pertinent information for use in **Initiative** print media and other channels.
2. Contact clients for success story material and other publicity related events.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that build customer interest.
3. Contribute ideas that help achieve overall JTB program objectives.
4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Dependability

1. Completes projects within tight timelines and budgets.
2. Self-motivated and confident in dealing with challenges.
3. Confidential

4. Flexible in terms of working times and conditions.

Position Contacts:

Daily/Internal: Interfaces with all departments and personnel within JTB and their representatives abroad

Regular/External: Clients, Contractors, media people and stakeholders

Resource Stewardship

- 1. Understands the equity value in the Jordan Brand and JTB images and works on strengthening the through the media.**
- 2. Appreciates the value of the company resources available and uses them efficiently.**

MAGNITUDE

The Marketing Support Division to which the Chief of Media and Public relations is assigned, works with diverse audiences (through media and other tools) to drive awareness of Jordan and to look at the positive and beneficial aspects of JTB services, actions, and results. The division conveys to target audiences information that includes or strengthens JTB key messages and has the determining responsibility for building a favorable reputation and for promoting understanding, recognition, and an appreciation for JTB and its mission.

POSITION CHALLENGE

The post holder will provide advisory communication services to other departments of the JTB involved in the preparation of material for external or internal distribution. This will involve reading and editing reports in draft form and utilizing and applying knowledge of publishing and publicity processes. The assignments are repetitive. Where new types-of problems are involved the Communications Director will indicate the method of approach, sources of information, and acceptable form of presentation although, it is hoped due to the workload throughout the JTB that the incumbent possesses a strong predisposition toward self-directed work.

POSITION SUMMARY

Title: Chief of Promotional Materials

Division/Department: Marketing Division

Reports to: Marketing Director

Positions reporting to: None

Location: Amman, Jordan

Position Objective: Reporting to the Marketing Director, the Chief of Promotional Materials carries out and supports specific phases of the JTB marketing program by planning, preparing and producing materials to support the marketing campaigns. The post holder will be directly involved in planning, preparing, writing, commissioning, publishing and having printed often within time bound deadlines material for use by JTB in its marketing, servicing or media campaigns.

PRINCIPLE ACCOUNTABILITIES:

1. Establishes productive working relationships with JTB marketing network, private sector partnership and stakeholders.
2. Contributes to the preparation and distribution of information and marketing materials to all JTB international representatives relating to tourism and events in Jordan.
3. Contributes to the production of informational packs and press kits for seminars, workshops, media visits, etc.
4. Prepares and makes presentations.
5. Contributes to the process that includes press mailings, news releases, and newsletters.
6. Creates and publishes a calendar of events for Jordan and distributes it widely.
7. Submits materials to be incorporated in the JTB website to the Director of Marketing for review and authorization.
8. Accompanies regular and specialized media familiarization trips to Jordan.
9. Identifies and proposes activities, sites, and special events likely to merit the production of promotional materials in consultation with the marketing division.
10. Handles resources and logistical implications resulting from the production of promotional materials.
11. Identifies and interfaces with third party assistance necessary for the production of promotional materials.
12. Develops and produces a range of promotional materials covering the tourism attractions and products of Jordan.
13. Assist the Manager of Information Technology with the content of the JTB website.
14. Screens materials for appropriateness, accuracy, and effectiveness and liaises with the Ministry of Information as necessary.
15. Ensures that all work processes in connection with the preparation, production, printing, and distribution of publications are respected, carried out in a timely manner, within budget, including sending information for publication to the copy writer for drafting once approval has been received.
16. Liaises with design houses and other outsourced operations coordinating layouts, selection of photos, content and printing specifications, and deadlines.
17. Ensures that all preparation of promotional materials are accomplished in accordance with the JTB Style Manual and legal obligations.
18. Ensures that all promotional material developed is copied and archived for historical record purposes.
19. Ensures that all appropriate documentation to include photographs, slides, and other images are indexed and stored for easy reference and retrieval.
20. Liaises with the Corporate Services Division to ensure that all the necessary contractual steps, preparation and letting of contracts, engagement of additional staff, and the like are accomplished in accordance with JTB corporate procedures.
21. Develop content quality guidelines as circumstances require for the presentation of the JTB website.

22. Advise the JTB and its stakeholders on good practice for publishing material on the JTB website and in other formats.
23. Maintains and contributes to the JTB image library and information databases for brochure content.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

BA/Bsc in Journalism, Computer Science, Advertising, Marketing, Branding or other related field; Masters Degree is an advantage.

Specialized Knowledge/Qualifications:

Minimum of 3 -5 years of professional or technical experience which has required the ability to maintain productive working relations with individuals and/or groups while obtaining, interpreting and disseminating information about activities, programs, and objectives of an organization; or analyzing data and presenting the pertinent facts in customer friendly formats. This should include one year of experience specializing in writing or editing articles, speeches, pamphlets, news releases, or other materials for use by the communications media. The incumbent also must be familiar with the use and maintenance of WWW servers, have experience and ability to apply knowledge of relevant hardware, software applications, and techniques used in web site design, development, and maintenance and possess the knowledge of, and ability to work with various computer operating systems related to publishing and print design.

Additional Qualifications:

1. Knowledge of communication methods and techniques.
2. Professional level oral and written communication skills.
3. Creative writing skills.
4. Knowledge and ability to use Microsoft Publisher or other designing Software.
5. Knowledge of printing, design and publishing process
6. Knowledge of advertising

Personal Traits

1. Work with other departments in sourcing pertinent information for use in print media and other channels.
2. Assess print needs of the JTB and tourism sector and anticipate future needs that may arise.
3. Keep up to date on all the latest developments in the field of publishing media.
4. Creativity and innovation in approach to post requirements.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.

2. Focuses on activities that gain customer interest.
3. Contribute ideas that help achieve overall JTB program objectives.
4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Dependability

1. Completes projects within tight timelines and budgets.
2. Resourcefulness

Initiative

1. Seeks new challenges and responsibilities.
2. Actively works to remedy problems without having to be told by a peer or supervisor.
3. Works efficiently and in an excellent manner, without supervision.

Product/Service Knowledge

1. Demonstrates in-depth knowledge of the technologies utilized within the Department and discipline.
2. Understands the complexities of the position and is able to execute the duties and responsibilities of the post efficiently and accurately.
3. Possesses appropriate technical skills to work effectively in the position.

Communications

1. Demonstrates effective listening, questioning, and interpersonal skills
2. Informs subordinates and others of relevant information, accurately and on a timely basis and sets targets for their performance.

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change.
2. Deals well with uncertainty and ambiguity.

Position Contacts

Daily/Internal: Interfaces with all members of the Marketing Division and the Information Technology Manager. Periodically interfaces with other division members within JTB.

Regular/External: Private sector, Clients, Contractors, media people

Resource Stewardship

1. Understands the value of the equity in the Jordan Brand and JTB image and works on strengthening it.
2. Appreciates the value of the company resources available and uses them efficiently.

MAGNITUDE

The Marketing Division to which the Chief of Promotion Materials is assigned works closely with the private sector and partners to secure the target of annually delivering 10% of Jordan's GDP from the tourism economy. The Division works with audiences (through media and other tools) to drive awareness, and to increase favorable tourist response to JTB marketing efforts. The Marketing Division aims to have the JTB members, sponsors, clients, and most importantly tourists to look at the positive and beneficial aspects of JTB services, actions, and staff. The division conveys to target audience information that includes or strengthens JTB key messages and has the tremendous responsibility for building Jordan's tourism economy and a sustainable and favorable JTB reputation and for promoting Jordan as a destination.

POSITION CHALLENGE

The incumbent in this position will experience tremendous strain and pressures resulting from the demands for ingenuity, creativity, and uniqueness of output required to meet the JTB objectives. The position requires independent judgment and an ability to analyze facts to determine the right

course of action. Few checks and controls exist and if the promotion materials are distributed with errors not detected the results could cause considerable loss of reputation, time and money.

The incumbent will also provide advisory communication services to other departments of the JTB involved in the preparation of promotional materials for external or internal distribution.

POSITION SUMMARY

Title: Director of Corporate Services

Division/Department: Corporate Services Division

Reports to: Managing Director

Positions reporting to: Administrative Services Manager, Finance Manager, and Information Technology Systems Manager.

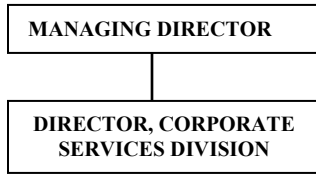
Location: Amman, Jordan

Position Objective: To positively support the management and operations of the JTB through Creating, obtaining, adopting and implementing those administrative systems required by its charter and that allow the organization to deliver effectively on its mission. It directs the financial planning, accounting practices and governance compliance of JTB.

PRINCIPLE ACCOUNTABILITIES:

1. Analyses and organizes divisional operations and procedures to support the work of management and create workflow efficiencies.
2. Directs and analyses studies of general economic, business, and financial conditions and their impact on JTB's policies and overall operations.
3. Ensures all departmental administrative transactions are in compliance with JTB approved administrative policies and procedures.
4. Directs the JTB human resource function.
5. Develops, directs, and implements administrative procedures such as: insurance, budget and cost control, personnel policies, procurement procedures, contracts, inventory management and control procedures, physical security and health and safety procedures.
6. Liaises with the Finance Department to ensure that all necessary contractual steps, preparation, and letting of contracts, engagement of additional staff are in accordance with JTB approved procedures.
7. Works closely with JTB work units and especially overseas offices to ensure that they are appropriately serviced and supported.
8. Provides the Managing Director of JTB with a monthly detailed status report pertaining to the work performed by the division.
9. Functions as an effective member of the JTB top Management Committee.
10. Deputizes for the managing director as required.
11. Ensures the accuracy and reliability of accounting data outputted from the Finance Department.
12. Tracks financial transactions with all sub-contractors and suppliers.
13. Performs quality control checks on vendor payments and cheque preparation.
14. Develops with the Finance Manager budgeting methodologies and aids department directors in preparing their budgets and annual reports.
15. Consolidates budgets from department directors on a quarterly basis or as needed for submittal to the Managing Director and the Board of Directors.
16. Prepares with the assistance of the Finance Manager comprehensive monthly and quarterly financial reports.
17. Oversees the development and monitoring of budget for grants, contracts and/or general funds.
18. Plans for financial and cost analysis.
19. Ensures that expenditures for budgets, grants, and contracts are monitored and that reports are prepared to maintain balanced accounts.
20. Develops management, narrative, statistical reports for private and government donors.
21. Identifies budget issues, provides solutions, and assists in resolving budget related problems.
23. Processes the JTB budget negotiations with the Ministry.
24. Plans and implements training and capacity building programs to enhance the capabilities of staff.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

Masters Degree in Business Administration (MBA), Finance, Management Sciences, Economics, or related field.

Specialized Knowledge/Qualifications:

A minimum of 5-10 years of professional experience at management level. Work content must have included workforce planning and personnel administration; Background dealing with procurement matters including receipt procedures, inventory control, and customs; background in general administrative functions such as logistics, and travel matters; planning and operating financial and cost accounting systems in private companies, familiarity with treasury functions. Must have a specialized understanding and appreciation for IT technologies and IT procedures particularly as they apply to financial and accounting processes.

Additional Qualifications

1. Ability to manage a multi discipline team
2. Ability to work independently
3. Ability to use Microsoft applications to include: MS Word, PowerPoint, Excel, and Outlook; Knowledge and ability to use Lotus Notes
5. High level of computer skills

Personal Traits

1. Clearly understands the duties and responsibilities of the position and is able to execute them efficiently and effectively.
2. Appreciates the importance of timeliness and accuracy in the workplace, and proves that he/she can be trusted to complete projects accurately and on time.
3. Proactively seeks out client needs and makes assessments for improved services.
4. Actively works to remedy problems without having to be told by peer or supervisor to do so.

Professionalism

1. Focuses on activities and act in ways that support the goals of JTB and its efforts to serve clients.
2. Concentrates on keeping the JTB workforce the most productive and most motivated in the business.
3. Has the attitude that JTB people are the most important resource in the company and that the post holder has the responsibility for enhancing that resource.
4. Realizes that how well human resource needs are being addressed by a company largely reflects in their productivity numbers and morale.
5. Works within company procedures but provides continuous feedback for improvement.
6. Develops and maintains a set of best practices

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills
2. Articulates ideas and information
3. Informs subordinates and others of relevant information, accurately and on a timely basis

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change
2. Deals well with uncertainty and ambiguity.

Position Contacts

Daily: Interfaces with all departments and personnel within JTB and with external stakeholders and suppliers.

Resource Stewardship

The Corporate Services Director is responsible for the oversight of all procurement and maintenance functions of all office assets (furniture and equipment) as well as the company fleet vehicles. The Director heads the department that oversees the payments of company rent and communications costs and that procures office supplies and materials for the entire company. The Corporate Services Director controls an operating budget of **over**. The post holder understands the value of the company resources and the responsibility for the care and maintenance of the assets and makes sure others within the company use them efficiently and as necessary to achieve JTB objectives.

MAGNITUDE

This position contributes directly to providing services to both internal and external clients and is extremely critical to the JTB mission. The Division and the internal support services rendered by the Administration, Management Information Systems, and Finance Departments impact the entire company in terms of its culture and morale. It sees to the provision of the right tools to perform the job, and ensuring logistical support and direct services issues are met. The Division plays a pivotal role in keeping morale high, the staff productive and secure, and the service providers focused on the company objectives.

POSITION CHALLENGE

Dealing with human resource issues is always challenging and often frustrating. With the current restructuring and modification of internal policies and procedures it is hoped that the frustration level will continue to be low and the culture a healthy one for all JTB employees to work in.

POSITION SUMMARY

Title: Director of Marketing Support Division

Division/Department: Marketing Support Division

Reports to: Managing Director

Positions reporting to: Communications Manager, Chief of Media and Public Relations, Chief of Visitor Servicing and Information, Manager, Electronic Marketing (Website) and Database Management.

Location: Amman, Jordan

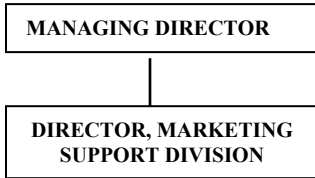
Position Objective: To enhance the positive image of Jordan as a holiday destination and the Jordan Tourism Board (JTB) as an effective organization; To raise awareness about the activities, and achievements of JTB to potential clients, stakeholders and members; To inform the business community in Jordan, Government of Jordan (GoJ), JTB customers, and the public at large about the services, and benefits that the JTB offers; To create an awareness and generate an interest in Jordan as a tourism destination to support the marketing campaigns of the JTB and private sector partners.

PRINCIPLE ACCOUNTABILITIES:

1. Establishes and manages productive working relationships with local and international media.
2. Directs the development and usage of the database/ mailing list of all trade and relevant media contacts from all source markets.
3. Directs the development, maintenance and usage of the JTB image bank for tourism.
4. Identifies and proposes activities with other JTB units and in particular overseas offices to gain favorable media coverage and opportunities for Jordan and JTB activities.
5. Establishes the resource and logistical implications of these activities.
6. Develops and recommends media campaigns and implementing them when approved.
7. Directs the distribution of information to all contracted and JTB international representatives relating to tourism in Jordan.
8. Designs, initiates and proposes media strategies to the senior management group and board.
9. Designs specific strategies to counter internal and external negative publicity as it applies to JTB and its business activities.
10. Oversees the design and consistency of the content of JTB internal reports.
11. Screens information regarding JTB activities prior to its forwarding to the JTB Webmaster for inclusion in the website.
12. Ensures timeliness of the information uploaded on to the website.
13. Assists in the planning, preparation and management of publicity events hosted by JTB.
14. Prepares and makes presentations.
15. Oversees the press-cuttings or press-clippings system or service having as its objective the documenting of local and international media coverage and any analysis as it may apply to Jordan as a tourist destination.
16. Supervising the design and launch of a JTB quarterly, semi-annual, or annual newsletter.
17. Directs the creation of promotional material and brochures.
18. Provides support to the JTB marketing efforts through ensuring favorable media coverage.
19. Arranges for media coverage of all major events involving the JTB or its partners.
20. Oversees the development of a database, information, and follow-up system for all journalists making press trips to Jordan on JTB related business.
21. Manages the process that includes press mailings, news releases, and newsletters.
22. Accompanies delegations other than media for the expressed purpose of promoting the JTB mission.
23. Lobbies local and international media to stimulate and maintain an interest in featuring Jordan as a tourist destination.
24. Maintains an effective working relationship with the entire JTB staff and stakeholders.
25. Designs and manages the implementation of the JTB communications strategy.

- 26. Co-ordinates the information and production of the JTB annual report.
- 27. Contributes as a member of the top management team.
- 28. Deputizes for the Managing Director as required.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

Masters Degree in Journalism, Communications, Marketing, or other related field;

Specialized Knowledge/Qualifications:

5-10 years professional experience directly related to the duties and responsibilities pertinent to communications management. Work content must have included workforce planning and personnel administration; dealing with promotion and direction of marketing activities; preparation of media material. The incumbent must have experience in the development and implementation of a strategic communications plan; professional experience that included developing and implementing budgets and work plans; must have worked and be knowledgeable in market forecasting; market research analysis; promoting customer relations; and directing communication campaigns.

Additional Qualifications:

- 1. Knowledge of communication methods and techniques.
- 2. Professional level oral and written communication skills.
- 3. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

- 1. Work with other departments in retrieving pertinent information for use in **Initiative** print media and other channels.
- 2. Contact clients for success story material and other publicity related events.

Professionalism

- 1. Continuously contributes and strengthens the professional image of JTB.
- 2. Focuses on activities that gain customer interest.
- 3. Contribute ideas that help achieve overall JTB program objectives.
- 4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Communication

- 1. Demonstrates effective listening, questioning, and interpersonal skills
- 2. Articulates ideas and information
- 3. Informs subordinates and others of relevant information, accurately and on a timely basis and sets targets for their performance.

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change
2. Deals well with uncertainty and ambiguity.

Dependability

Completes projects within strict timelines and budgets.

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Private sector, Clients, Contractors, media people

Resource Stewardship

Understands the value of the Jordan Brand and JTB image and works on strengthening them through the media. Values the company's resources available and uses them efficiently.

MAGNITUDE

The Marketing Support Division works with diverse audiences (through media and other tools) to drive awareness of Jordan and to look at the positive and beneficial aspects of JTB services, actions, and staff. The department conveys to target audience information that includes or strengthens JTB key messages and has the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for JTB efforts and mission.

POSITION CHALLENGE

Planning, organizing, directing, controlling, and coordinating of communications are demanding tasks to perform. When coupled with the long distances, diverse contractual relationships that exist, and that the position carries with it the responsibility for maintaining the reputation of the organization, the pressures generated by these circumstances call for an extremely capable and confident individual as incumbent in the position of Marketing Support Director.

POSITION SUMMARY

Title: Director of Marketing

Division/Department: Marketing Division

Reports to: Managing Director

Positions reporting to: Head of Regional and Domestic Tourism Promotion, Head of International Tourism Promotion, Manager Marketing Research, Manager Product Marketing, Chief of Promotional Materials; Manager, Events.

Location: Amman, Jordan

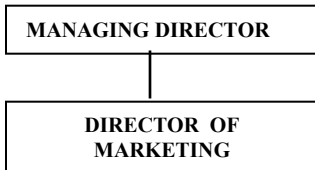
Position Objective: To market Jordan and its tourism products to target markets in partnership with the industry so as to generate annually 10% of Jordan's growing GDP from the tourism economy. To enhance the positive image of Jordan and position it as a destination of choice for selected markets. To raise awareness about the presence, activities, and achievements provided to potential clients and members by the JTB; To inform the business community in Jordan, Government of Jordan (GoJ), JTB customers, and the public at large about the services, and benefits that the JTB offers; To create an awareness and generate an interest in Jordan as a tourism destination; and to implement the JTB's approved marketing campaigns on time and within budget.

PRINCIPLE ACCOUNTABILITIES:

- 1. Delivers the JTB approved annual marketing plan and ensures its effective implementation on time and within budget for the target markets.**
- 2. Ensures the target tourism revenues for the year in concert with the JTB team and private sector partnership.**
- 3. Increases the out of state revenues from visitors to Jordan especially among those with cultural, religious, adventure, health, environmental, and niche market interest as well as those seeking relaxation and leisure experiences. This being done in coordinated the Communications Division.**
- 4. Creates an awareness of the benefits of tourism among the local citizenry and helps build a tourism culture within Jordan.**
- 5. Directs the effective and efficient operation of the Marketing Division.**
- 6. Gives guidance and support to the staff of the Marketing Division as necessary.**
- 7. Liaises with the Corporate Services Division to ensure that all the necessary contractual steps, preparation, and letting of contracts, engagement of additional staff, and the like are accomplished in accordance with JTB corporate procedures.**
- 8. Establishes productive working relationships with local and international media and tour operators.**
- 9. Prepares with the marketing staff the annual marketing campaign and plan no later than 1 September of each year.**
- 10. Drafts the annual divisional operating budget to Corporate Services.**
- 11. Identifies and proposes activities with other JTB units and in particular overseas offices to gain favorable media coverage for Jordan and JTB activities.**
- 12. Establishes the resource and logistical implications of these activities.**
- 13. Assists in the distribution of information to all contracted JTB international representatives relating to tourism in Jordan**
- 14. Keeps contracted JTB representatives updated on trade activities to include conferences being hosted in the Kingdom.**
- 15. Designs and initiates marketing strategies for approval by the senior management team and the board.**
- 16. Contributes to the design of incentive programs for JTB contracted international representatives.**
- 17. Screens information regarding JTB activities prior to its forwarding to the JTB Webmaster for inclusion unto the website.**
- 18. Ensures timeliness of the information uploaded unto the website.**
- 19. Assists in the preparation for publicity events hosted by JTB.**
- 20. Prepares and makes presentations.**

21. Accompanies delegations other than media for the expressed purpose of promoting the JTB mission.
22. Lobbies local and international media to stimulate and maintain an interest in featuring Jordan as a tourist destination.
23. Maintains an effective working relationship with the entire JTB staff and stakeholders.
24. Manages the public/private sector partnership between JTB and the industry.
25. Contributes as a member of the senior management team of JTB
26. Deputizing for the managing director as required.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

Masters Degree in Marketing, Advertising or other related field a must.

Specialized Knowledge/Qualifications:

5-10 years professional experience directly related to the duties and responsibilities pertinent to marketing management. Work content must have included workforce planning and personnel administration; dealing with promotion and direction of marketing activities; market forecasting; market research analysis; promoting customer relations; and directing advertising, branding and marketing campaigns.

Additional Qualifications:

1. Knowledge of communication methods and techniques.
2. Ability to comprehend and assess market research.
3. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
4. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

1. Work with other departments in retrieving pertinent information for use in marketing and or advertising campaigns.
2. Contact members, clients, and sponsors for marketing success story material.
3. Provide innovative, imaginative leadership without direction and guidance.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain satisfactory results for JTB and Jordan overall.
3. Contribute ideas that help achieve overall JTB program objectives.
4. Behavior must prove itself beyond reproach.

Dependability

Completes projects within tight timelines and budgets.

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills

2. Articulates ideas and information
3. Informs subordinates and others of relevant information, accurately and on a timely basis and sets targets for their achievement.

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change
2. Deals well with uncertainty and ambiguity.
3. Strong resourcefulness.

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Private sector partnership, Clients, Contractors, JTB members, JTB sponsors, media people.

Resource Stewardship

1. Understands the equity in the images of Jordan and the JTB and constantly works on strengthening them by leadership and responsible action.
2. Consistently meets budget requirements and raises money from the industry thereby maximizing marketing mission effectiveness.
3. Recognizes the value of the JTB resources available and uses them and requires the division workforce to use them efficiently.

MAGNITUDE

The Marketing Division works with diverse audiences (through media and other tools) to drive awareness and to increase tourist response to JTB marketing efforts. The Marketing Division aims to have its members, sponsors, clients, and ultimately tourists to look at the positive and beneficial aspects of JTB services and actions. The division conveys to target audience information that includes or strengthens JTB key messages and shares with the Communication Division the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for Jordan as a tourist destination.

POSITION CHALLENGE

Planning, organizing, directing, controlling, and coordinating of marketing campaigns are demanding tasks to perform. When coupled with the long distances, diverse contractual relationships that exist, and that the position carries with it the responsibility for maintaining the reputation of the organization, the pressures generated by these circumstances call for an extremely capable, confident and resourceful leader to be selected to operate in the position of Marketing Director.

POSITION SUMMARY

Title: Head of International Tourism Promotion

Division/Department: Marketing Division

Reports to: Marketing Director

Positions reporting to: None

Location: Amman, Jordan

Position Objective: The Head of International Tourism assists in carrying out specific phases of a the JTB marketing program including assisting in the formulation of JTB international marketing operations, specific geographic promotional activities, and planning, organizing, and directing advertising and public relations activities as they apply to marketing Jordan to specific source markets. The post holder will be involved in working with the partnership formed by JTB with the private sector. The position incumbent may be directly involved in preparing, writing and/or editing factual material for use by the media to convey information about JTB including its programs, activities and objectives.

PRINCIPLE ACCOUNTABILITIES:

1. Analyzes the international source markets as to their structures and travel habits and identifies potential market segments for target marketing by Jordan.
2. Identifies and recommends activities, sites, and special events likely to attract international tourists.
3. Develops promotional material for inclusion unto the JTB website.
4. Submits to the Marketing Director all website material for review and authorization.
5. Identifies opportunities in both traditional travel and alternative promotional activities for international tourists.
6. Organizes trade workshops and trade-to-trade selling missions.
7. Establishes the resource and logistical implications of opportunities and determines what presentational, and promotional materials are required.
8. Liaises with the Communications Division in encouraging the media to pursue features on Jordan.
9. Identifies markets for special interest holiday products for international tourists.
10. Establishes a system of regular sales calls on local and regional tour operators to encourage packaging and promotion for tourism to Jordan.
11. Plans and organizes workshops, seminars, and road shows to engage the Jordanian tourism operators.
12. Seeks opportunities to promote international tourism in connection with special events scheduled in Jordan.
13. Creates an awareness of the benefits of tourism among the local citizenry and helps build a tourism culture within Jordan.
14. Establishes a data bank comprising international tour operators prepared to handle Jordan tourism.
15. Establishes a tourism data bank of Jordanians willing to meet with other Jordanians to participate in international tour packages.
16. Liaises with the Corporate Services Division to ensure that all the necessary contractual steps, preparation, and letting of contracts, engagement of additional staff, and the like are accomplished in accordance with JTB corporate procedures.
17. Establishes productive working relationships with local and international media.
18. Assists in the distribution of information to all contracted JTB international representatives relating to tourism in Jordan.
19. Develops and maintains a calendar of events.
20. Prepares and makes presentations.
21. Lobbies local and international media to stimulate and maintain an interest in featuring Jordan as a tourist destination.
22. Researches, writes, and distributes international news releases in coordination with the JTB Marketing and Communications Divisions.

23. Establishes a tourism data bank comprising tour operators featuring: Jordan in their programs; Jordan as part of a regional itinerary; the region but not Jordan; cultural and natural destinations similar to those of Jordan; specialized incentive travel, meetings, conferences, events, and religious tours.
24. Survey and analyze travel programs featured in tour operators' catalogues.
25. Maintains an effective working relationship with the entire JTB staff, stakeholders and private sector partners.
26. Assists at media and trade events

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

BA/Bsc in Marketing, Advertising, Communications or other related field a must.

Specialized Knowledge/Qualifications:

3 - 5 years professional experience directly related to the duties and responsibilities pertinent to marketing and tourism with growing responsibility are required. Work content must have included dealing with the promotion and direction of marketing activities; market forecasting; promoting customer relations; and directing advertising and marketing campaigns.

Additional Qualifications:

1. Work experience in international markets
2. Ability to comprehend and analyze market research.
3. Knowledge of communication methods and techniques.
4. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
5. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

Initiative

1. Work with other departments in retrieving pertinent information for use in marketing and or advertising campaigns.
2. Contact members, clients, and sponsors for marketing material without direction from peers or supervisor.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain satisfactory results for JTB and Jordan overall.
3. Contribute ideas that help achieve overall JTB program objectives.
4. Behavior must prove itself beyond reproach.

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills.
2. Articulates ideas and information.
3. Informs peers and superiors alike regarding relevant information both accurately and in a timely manner.

Dependability

Completes projects within tight timelines and budgets.

Flexibility

1. Demonstrates the ability to deal effectively with change.
2. Deals well with uncertainty and ambiguity.
3. Resourceful

Position Contacts

Daily/Internal: Interfaces with all personnel in the Marketing and Communications Divisions; Periodically works with the Corporate Services Division.

Regular/External: Private sector, Clients, Contractors, JTB members, JTB sponsors, media people.

Resource Stewardship

1. Understands the value of the Jordan Brand and company image and constantly works on strengthening it by responsible action.
2. Consistently meets budget requirements maximizing marketing mission effectiveness.
3. Recognizes the value of the JTB resources available and uses them efficiently.

MAGNITUDE

The Marketing Division works with audiences (through media and other tools) to drive awareness and to increase tourist response to JTB marketing efforts. The Marketing Division aims to have its members, sponsors, clients, and ultimately tourists to look at the positive and beneficial aspects of JTB services and actions. The division conveys to target audiences information that includes or strengthens JTB key messages and shares with the Communication Division the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for Jordan as a tourist destination.

POSITION CHALLENGE

Planning, organizing, directing, controlling, and coordinating marketing campaigns are demanding tasks to perform. When coupled with the long distances, diverse contractual relationships, and that the position carries with it the responsibility for contributing to the maintenance of the reputation of the organization, the pressures generated by these circumstances call for an extremely capable and confident individual to be selected to operate in the position of the Head of International Tourism Promotion.

POSITION SUMMARY

Title: Head of Regional and Domestic Tourism Promotion

Division/Department: Marketing Division

Reports to: Marketing Director

Positions reporting to: None.

Location: Amman, Jordan

Position Objective: To work with the JTB staff and the private sector partners to promote the tourism products of Jordan to the domestic and regional markets. To co-ordinate the JTB inputs into post arrival visitor servicing and event organization in Jordan. To raise awareness about the activities, and services provided to potential clients and members by the JTB; To inform the business community in Jordan and throughout the region, the Government of Jordan (GoJ), JTB customers, and the public at large throughout the region about the services, and benefits that the JTB offers; To create an awareness and generate an interest in Jordan as a tourism destination of choice for residents of the region.

PRINCIPLE ACCOUNTABILITIES:

- 1. Analyzes the local and regional markets as to their structures and travel habits and identifies potential market segments for target marketing by Jordan.**
- 2. Creates distribution networks and direct sell opportunities that are particularly suitable for these markets.**
- 3. Identifies and recommends activities, sites, and special events likely to attract domestic and regional tourists.**
- 4. Identifies opportunities in both traditional travel and alternative promotional activities for Jordanian and regional tourists.**
- 5. Establishes the resource and logistical implications of opportunities and determines what presentational, and promotional materials are required.**
- 6. Prepares promotional materials for inclusion in the JTB website.**
- 7. Submits website materials to the Marketing Director prior to forwarding to the Webmaster for inclusion on the website.**
- 8. Initiates, organizes, and coordinates with the Communications Division, local group and individual media visits to selected sites to secure local coverage and arouse local and regional interest in such sites.**
- 9. Liaises with the Communications Division in encouraging the local media to pursue features on Jordan.**
- 10. Identifies special interest holidays and packages for Jordanian and regional tourists.**
- 11. Establishes a system of regular sales calls on local and regional tour operators to encourage packaging and publicity for local and regional tourism.**
- 12. Plans and organizes trade workshops, seminars, and road shows to engage the Jordanian tourism operators and product providers in trade-to-trade selling opportunities.**
- 13. Seeks opportunities to promote local and domestic tourism in connection with special events scheduled in Jordan.**
- 14. Creates an awareness of the benefits of tourism among the local citizenry and helps build a tourism culture within Jordan.**
- 15. Establishes a data bank comprising local and regional tour operators prepared to handle Jordan's tourism products.**
- 16. Establishes a tourism data bank of Jordanians willing to meet with other Jordanians to participate in local tour packages.**
- 17. Liaises with the Communications Division to establish a schedule of press mailings in the form of releases, newsletters, etc, about local sites and their attractions.**
- 18. Liaises with the Corporate Services Division to ensure that all the necessary contractual steps, preparation, and letting of contracts, engagement of additional staff, and the like are accomplished in accordance with JTB corporate procedures.**
- 19. Establishes productive working relationships with local and regional media.**

20. Assists in the distribution of information to all contracted JTB domestic and regional representatives relating to tourism in Jordan.
21. Assists in the designs of informational packets and press kits for seminars, workshops, media visits, etc.
22. Prepares and makes presentations.
23. Lobbies local and regional media to stimulate and maintain an interest in featuring Jordan as a tourist destination.
24. Maintains an effective working relationship with the entire JTB staff, stakeholders and product providers.
25. Designs strategies to overcome seasonality effects and regional distribution of tourism in Jordan.
26. Participates in the management of the private sector partnership on behalf of JTB.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

Bs/BA Degree in Marketing or other related field a must.

Specialized Knowledge/Qualifications:

5-7 years professional experience directly related to the duties and responsibilities pertinent to marketing and tourism with growing responsibility are required. Work content must have included dealing with the promotion and direction of marketing activities; market forecasting; market research analysis; promoting customer relations; and directing advertising and marketing campaigns.

Additional Qualifications:

1. Ability to comprehend, assess and apply market research findings.
2. Knowledge of communication methods and techniques.
3. Ability to organize work and that of others.
4. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
5. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

1. Work with other departments in retrieving pertinent information for use in marketing and or advertising campaigns.
2. Contact members, clients, and sponsors for marketing material without direction from peers or supervisor.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.

2. Focuses on activities that gain satisfactory results for JTB and Jordan overall.
3. Contribute ideas that help achieve overall JTB program objectives.

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills.
2. Articulates ideas and information.
3. Informs peers and superiors alike regarding relevant information both accurately and in a timely manner.

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change.
2. Deals well with uncertainty and ambiguity.

Dependability

Completes projects within tight timelines and budgets.

Position Contacts

Daily/Internal: Interfaces with all personnel in the Marketing and Communications Divisions; Periodically works with the Corporate Services Division.

Regular/External: Private sector, Clients, Contractors, JTB members, JTB sponsors, media people.

Resource Stewardship

1. Understands the value of the Jordan brand and the company image and constantly works on strengthening them.
2. Consistently meets budget requirements maximizing marketing mission effectiveness.
3. Recognizes the value of the JTB resources available and uses them efficiently.

MAGNITUDE

The Marketing Division works with audiences (through media and other tools) to drive awareness and to increase tourist response to JTB marketing efforts. The Marketing Division aims to have its members, sponsors, clients, and ultimately tourists to look at the positive and beneficial aspects of JTB services and actions. The division conveys to target audiences information that includes or strengthens JTB key messages and shares with the Communication Division the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for Jordan as a tourist destination.

POSITION CHALLENGE

Planning, organizing, directing, controlling, and coordinating marketing activities are demanding tasks to perform. When coupled with the long distances, diverse contractual relationships, and that the position carries with it the responsibility for attaining annual targets and contributing to the maintenance of the reputation of the organization, the pressures generated by these circumstances call for an extremely capable, confident and resourceful individual to be selected to operate in the position of the Head of Regional and Domestic Tourism Promotion.

POSITION SUMMARY

Title: Manager, Communications

Division/Department: Marketing Support Division

Reports to: Marketing Support Director

Positions reporting to: Manager, Electronic Marketing (Website) and Database Management, Chief, of Media and Public Relations

Location: Amman, Jordan

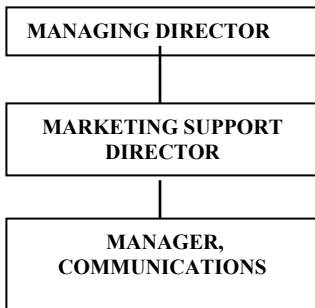
Position Objective: To enhance the positive image of Jordan as a holiday destination and the Jordan Tourism Board (JTB) as an effective organization; To raise awareness about the activities, and achievements of JTB to potential clients, stakeholders and members; To inform the business community in Jordan, Government of Jordan (GoJ), JTB customers, and the public at large about the services, and benefits that the JTB offers; To create an awareness and generate an interest in Jordan as a tourism destination to support the marketing campaigns of the JTB and private sector partners.

PRINCIPLE ACCOUNTABILITIES:

1. Establishes and manages productive working relationships with local and international media.
2. Directs the development and usage of the database/ mailing list of all trade and relevant media contacts from all source markets.
3. Directs the development, maintenance and usage of the JTB image bank for tourism.
4. Identifies and proposes activities with other JTB units and in particular overseas offices to gain favorable media coverage and opportunities for Jordan and JTB activities.
5. Establishes the resource and logistical implications of these activities.
6. Develops and recommends media campaigns and implementing them when approved.
7. Directs the distribution of information to all contracted and JTB international representatives relating to tourism in Jordan.
8. Designs, initiates and proposes media strategies to the senior management group and board.
9. Designs specific strategies to counter internal and external negative publicity as it applies to JTB and its business activities.
10. Oversees the design and consistency of the content of JTB internal reports.
11. Screens information regarding JTB activities prior to its forwarding to the JTB Webmaster for inclusion in the website.
12. Ensures timeliness of the information uploaded on to the website.
13. Assists in the planning, preparation and management of publicity events hosted by JTB.
14. Prepares and makes presentations.
15. Oversees the press-cuttings or press-clippings system or service having as its objective the documenting of local and international media coverage and any analysis as it may apply to Jordan as a tourist destination.
16. Supervising the design and launch of a JTB quarterly, semi-annual, or annual newsletter.
17. Directs the creation of promotional material and brochures.
18. Provides support to the JTB marketing efforts through ensuring favorable media coverage.
19. Arranges for media coverage of all major events involving the JTB or its partners.
20. Oversees the development of a database, information, and follow-up system for all journalists making press trips to Jordan on JTB related business.
21. Manages the process that includes press mailings, news releases, and newsletters.
22. Accompanies delegations other than media for the expressed purpose of promoting the JTB mission.
23. Lobbies local and international media to stimulate and maintain an interest in featuring Jordan as a tourist destination.
24. Maintains an effective working relationship with the entire JTB staff and stakeholders.
25. Designs and manages the implementation of the JTB communications strategy.
26. Co-ordinates the information and production of the JTB annual report.

- 27. Contributes as a member of the top management team.
- 28. Deputizes for the Managing Director as required.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

Masters Degree in Journalism, Communications, Marketing, or other related field;

Specialized Knowledge/Qualifications:

5-10 years professional experience directly related to the duties and responsibilities pertinent to communications management. Work content must have included workforce planning and personnel administration; dealing with promotion and direction of marketing activities; preparation of media material. The incumbent must have experience in the development and implementation of a strategic communications plan; professional experience that included developing and implementing budgets and work plans; must have worked and be knowledgeable in market forecasting; market research analysis; promoting customer relations; and directing communication campaigns.

Additional Qualifications:

- 1. Knowledge of communication methods and techniques.
- 2. Professional level oral and written communication skills.
- 3. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

- 1. Work with other departments in retrieving pertinent information for use in **Initiative** print media and other channels.
- 2. Contact clients for success story material and other publicity related events.

Professionalism

- 1. Continuously contributes and strengthens the professional image of JTB.
- 2. Focuses on activities that gain customer interest.
- 3. Contribute ideas that help achieve overall JTB program objectives.
- 4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Communication

- 1. Demonstrates effective listening, questioning, and interpersonal skills

2. Articulately expresses ideas and information
3. Informs subordinates and others of relevant information, accurately and on a timely basis and sets targets for their performance.

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change
2. Deals well with uncertainty and ambiguity.

Dependability

Completes projects within strict timelines and budgets.

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Private sector, Clients, Contractors, media people

Resource Stewardship

Understands the value of the Jordan Brand and JTB image and works on strengthening them through the media. Values the company's resources available and uses them efficiently.

MAGNITUDE

The Marketing Support Division works with diverse audiences (through media and other tools) to drive awareness of Jordan and to look at the positive and beneficial aspects of JTB services, actions, and staff. The department conveys to target audience information that includes or strengthens JTB key messages and has the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for JTB efforts and mission.

POSITION CHALLENGE

Planning, organizing, directing, controlling, and coordinating of communications are demanding tasks to perform. When coupled with the long distances, diverse contractual relationships that exist, and that the position carries with it the responsibility for maintaining the reputation of the organization, the pressures generated by these circumstances call for an extremely capable and confident individual as incumbent in the position of Communications Manager.

POSITION SUMMARY

Title: Manager, Administrative Services

Division/Department: Corporate Services Division

Reports to: Director, Corporate Services Division

Positions reporting to: Head of Corporate Registry; Reception Officer, Stores and Inventory Officer, Transport Officer, Messenger and Housekeeping Officer, Human Resource Officer.

Location: Amman, Jordan

Position Objective: To create, obtain, adopt and implement those administrative systems for JTB required by its charter and that allow the organization to deliver effective and efficient services to its management, staff and external clients.

PRINCIPLE ACCOUNTABILITIES:

1. Manages the office rental, office equipment, office cleaning services and equipment maintenance contracts for JTB.
2. Procures upon written POF request from JTB management all equipment, materials, and office supplies required to meet all the organizations needs.
3. Evaluates and revises administrative procedures or devises new forms of work designed to improve efficiency of workflows.
4. Formulates procedures for systematic protection, retrieval, transfer, and disposal of JTB records.
5. Ensures all departmental administrative transactions are in compliance with JTB approved administrative policies and procedures.
6. Designs and implements the JTB Human Resources Management System.
7. Develops, directs, and implements administrative procedures such as: insurance, budget and cost control, personnel policies, procurement procedures, contracts, inventory management and control procedures, physical security and health and safety.
8. Arranges, reserves, and confirms JTB staff travel.
9. Manages the distribution system that includes domestic and international courier and logistics services.
10. Issues official postage seals (stamps) and maintains the JTB postal seal/stamp log.
11. Assists in arranging logistical support for JTB sponsored workshops, trade shows, seminars, news conferences, or other activities.
12. Prepares all items required by the overseas offices for trade shows and to implements their shipment to comply with the timescales needed.
13. Liaises with the Finance Department to ensure that all necessary contractual steps, preparation, and letting of contracts, engagement of additional staff are in accordance with JTB approved procedures.
14. Works closely with JTB work units and especially overseas offices to ensure that they are appropriately serviced and supported.
15. Provides the Director of Corporate Services a monthly detailed status report pertaining to the work performed by the department.
16. Ensures that all files, papers, data, and other information in whatever format, are passed, when action on them is completed to the One-Stop Information Center for filing, storage, and safe-keeping
17. Supports the Divisional Directors with clerical, travel arrangements and any other support function that will facilitate their ability to perform effectively.

PLACE IN ORGANIZATION**KNOWLEDGE AND SKILLS REQUIREMENTS****Education or Equivalent Experience:**

Degree in Business Administration, Human Resources Management, Business Management, or other related field.

Specialized Knowledge/Qualifications:

A minimum of ten (3 -5) years of relevant professional experience is required. Work content must have included workforce planning and personnel administration; Background dealing with procurement matters including receipt procedures, inventory control, and customs; background in general administrative functions such as logistics, clerical support, transportation, and travel matters.

Additional Qualifications:

1. Ability to manage a multi discipline team
2. Ability to work independently
3. Ability to plan, organize and prioritize work
4. Ability to use Microsoft applications to include: MS Word, PowerPoint, Excel, and Outlook; Knowledge and ability to use Lotus Notes
6. Computer literacy is a requirement.

Personal Traits**Initiative**

1. Clearly understands the duties and responsibilities of the position and is able to execute them efficiently and effectively.
2. Appreciates the importance of timeliness and accuracy in the workplace, and proves that he/she can be trusted to complete projects accurately and on time.
3. Proactively seeks out client needs and makes assessments for improved services.
4. Actively works to remedy problems without having to be told by peer or supervisor to do so.

Professionalism

1. Focuses on activities and act in ways that support the goals of JTB and its efforts to serve clients.
2. Concentrates on keeping the JTB workforce the most productive and most motivated in the business.
3. Has the attitude that JTB people are the most important resource in the company.
4. Realizes that how well personnel needs are being addressed by a company largely reflects in their productivity numbers.
5. Works within company procedures but provides feedback for improvement.
6. Develops and maintains a set of best practices

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills
2. Articulates ideas and information
3. Informs subordinates and others of relevant information, accurately and on a timely basis

Flexibility

1. Demonstrates the ability to deal effectively with change
2. Deals well with uncertainty and ambiguity.

Position Contacts

Daily: Interfaces with all departments and personnel within JTB.

Resource Stewardship

The Administration Manager is responsible for procurement efficiency and maintenance of all office assets (furniture and equipment) as well as the company fleet vehicles. The department oversees the payments of company rent and communications costs. The department also procures office supplies and materials for the entire company. The Administration Manager controls an operating budget of **over _____**. Because the post holder understands the value of the company resources and is responsible for the care and maintenance of the assets the post holder uses them and makes sure others within the company use them efficiently and as necessary to achieve JTB objectives.

MAGNITUDE

This position is very critical in that the internal support services rendered by the Administration Services Department impact the entire company in terms of its morale, having the right tools to perform the job, and ensuring travel and lodging requirements for service providers are met. The department plays a pivotal role in keeping the morale high, the staff comfortable and secure, and the service providers focused on the company objectives.

POSITION CHALLENGE

Dealing with human resource issues is always challenging and often frustrating. With the restructuring and modification of internal policies and procedures it is hoped that the frustration level will continue to be low and the culture an empowering one for all JTB employees to work in.

POSITION SUMMARY

Title: Manager, Electronic Marketing (Website) and Database Management

Division/Department: Marketing Support Division

Reports to: Manager of Communication

Positions reporting to: None

Location: Amman, Jordan

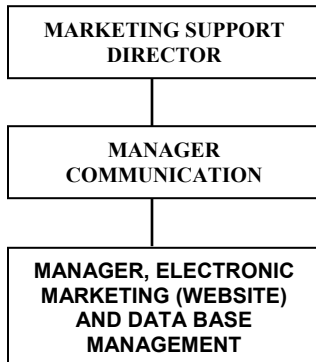
Position Objective: Reporting to the Marketing Support Director, the Manager of Electronic Marketing (Website) and Database Management designs logical and physical databases and coordinates database development with all JTB divisions for eventual use by all JTB personnel and stakeholders where appropriate. In addition the manager compiles materials that are suitable for inclusion in the JTB's website and ensures the materials are posted to the JTB website.

PRINCIPLE ACCOUNTABILITIES:

1. Establishes, manages and maintains the physical databases required to drive and support the web sites and or the information systems.
2. Is directly involved with stakeholders and advertisers regarding their site presence, content and links.
3. Develops the web site including it's information content, functionality and services directly, with trade partners or through "bolt on" facilities
4. Maintains the database in an electronic format, and hard copy format as necessary.
5. Confers with JTB staff, stakeholders and contractors to determine changes to databases and or website presentation.
6. Trains users of JTB website and databases.
7. Works closely with the other division managers to ensure the website meets the organization's aims and objectives.
8. Use web-authoring software to perform routine updating and ongoing development of the JTB website.
9. Uses software to maintain and design databases to enable JTB to manage information effectively.
10. Works closely with the Manager, IT System to develop the JTB website.
11. Assists in converting the English language website into Arabic.
12. Supervises the conversion of English and Arabic materials to other languages for inclusion in the JTB website.
13. Maintains the JTB website and updates the information provided on the website with assistance from the Manager, IT System.
14. Manages content of website and databases to JTB staff.
15. Prepares website and data base project drafts to the Communication Manager for edits, adjustments, and approvals.
16. Works with the Marketing Division to coordinate, specify, and create material for marketing initiatives using the JTB website.
17. Responds to all questions and deals with all issues arising from the usage of either the JTB website or databases.
18. Consults with the Marketing Division as necessary to ascertain their requirements, to seek their views on any modifications to either the JTB website or any of the implemented JTB data bases.
19. Keeps all site content current by researching and visiting cultural and heritage sites in Jordan.
20. Compiles and maintains with the Visitor Servicing Information and Literature Manager a data base of books, magazines, journals, and the like relating to Jordan, cultural and heritage affairs, cultural tourism, eco-tourism, and related developments.
21. Establishes a database with the Visitor Servicing Information and Literature Manager that provides information relating to cultural and heritage matters, and their role in the development and promotion of tourism, to the general public and to others including academics, students, tourism professionals, and the like.

22. Assists at JTB projects and accompanies delegations as necessary.
23. Ensures that the JTB web site is publicized in all literature and publicity material produced by the JTB and as many other stakeholders as possible.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

BA/Bsc in Information Management, Communications Technology, or other related field; Masters Degree an advantage.

Specialized Knowledge/Qualifications:

Minimum of three years of professional or technical experience which has required the ability to maintain productive working relations with individuals and/or groups. Successfully demonstrated both familiarity with web-authoring software and with creating and maintaining databases using Microsoft Access or similar software. Equally important experience must reflect excellent communications and organizational skills.

Additional Qualifications:

1. Professional working knowledge of communication methods and techniques.
2. Ability to follow up and capitalize on opportunity.
3. Professional level oral and written communication skills in Arabic and English.
4. Knowledge of other source market languages an advantage.
5. Knowledge and ability to use Microsoft Publisher or other desktop publishing Software, Dream Weaver and Adobe Acrobat web-authoring software, and Microsoft database maintenance and creation software.
6. Knowledge of HTML
7. Knowledge of archiving, monitoring, and updating data and its entry into an organizational management information system.

Personal Traits

Initiative

Work pro-actively with other departments in identifying pertinent information for use in JTB databases and website.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that build customer interest.
3. Contribute ideas that help achieve overall JTB program objectives.

4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Dependability

1. Completes projects within tight timelines and budgets.
2. Self-motivated and confident in dealing with challenges.
3. Confidential
4. Flexible in terms of working times and conditions.
5. Willingness to undergo further appropriate training.

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Clients, Contractors, media people and stakeholders

Resource Stewardship

1. Understands the equity value in the Jordan Brand and JTB images and works on strengthening them through the impact of the web site and it's services to JTB visitors.
2. Appreciates the value of the company resources available and uses them efficiently.

MAGNITUDE

The Marketing Support Division to which the Manager of Electronic Marketing (Website) and Database Management is assigned, works with diverse audiences and through various media assist the Marketing Division in its efforts to drive awareness of Jordan and to look at the positive and beneficial aspects of JTB services, actions, and results. The division researches and accumulates information that allows the Marketing Division to convey to target audiences information that includes or strengthens JTB key messages and contributes in a large way toward building a favorable reputation and for promoting understanding, recognition, and an appreciation for JTB and its mission.

POSITION CHALLENGE

The post holder is involved in day-to-day website maintenance and design and will have the responsibility to contribute routinely to longer-term developments.

The post-holder works closely with members, officers, and staff that are technical and artistic—a volatile environment which the post-holder must be able to adapt to and to lead.

The position holder also must maintain a professional bearing at all times, and work to strengthen the JTB image through quality service and attention to visitor, staff and stakeholder needs and E-commerce requirements.

POSITION SUMMARY

Title: Manager, Finance Services

Division/Department: Corporate Services Division

Reports to: Director of Corporate Services Division

Positions reporting to: Finance Officer, Accountants Officer.

Location: Amman, Jordan

Position Objective: To devise manage and implement the financial services of JTB in compliance with its charter and governance requirements. Create, obtain, and adopt all general, managerial, and cost accounting systems required by JTB to meet its financial control, fraud protection and reporting requirements and other statutes, regulations, and best practice.

PRINCIPLE ACCOUNTABILITIES:

1. Provides the technical services to the divisional directors to prepare the JTB annual budget submission.
2. Tracks all department expenditures and advise on how to keep them in compliance, and in agreement with JTB overall budget requirements and goals.
3. Prepares monthly budgetary control and variance reports.
4. Plans JTB's cash flow needs and ensures they are met.
5. Manages the foreign currency policy of the JTB
6. Develops and implements an effective cost accounting system.
7. Manages all financial accounting processes including: Accounts Receivable, Accounts Payable, Cash Management, bank relations, bookkeeping, payroll disbursement, and financial reporting.
8. Prepares the books of account for auditing and liaises with the auditing service provider.
9. Manages the employee payroll, tax and social security contribution systems.
10. Applies and pays employee expenses, increments and other payments when the authorizing authority is received.
11. Contributes to the design, development, management and upgrading of the automated system that allows for financial data to be reported on and transferred electronically to all offices of JTB.
12. Enhances staff awareness in regards to decision making and recording as it applies to financial issues and contributes to staff compliance with established JTB financial policies.
13. Manages the maintenance of all employee financial records.
14. Ensures the production of timely and accurate financial reports as required by management and board.
15. Establishes, modifies, documents and coordinates the implementation of all accounting and control procedures.
16. Maintains the ledger of all capital assets and organizes annual stocktaking checks.
17. Prepares and analyzes all financial reports for management, including trial balances, monthly income and expense summaries, and balance sheets.
18. Manages the allocation and control of JTB funds to relevant projects based on Board authorizations.
19. Audits contracts and orders vouchers and prepares reports to substantiate individual transactions prior to settlement.
20. Chairs the Purchasing Committee and maintains the record of their decisions.
21. Deals with the banks and financial institutions where JTB accounts are held.
22. Oversees adherence to leases and rental agreements and authentication leasehold improvements and purchases of capital assets.
23. Oversees procedures for accounts files maintenance.
24. Supervises the records of insurance coverage, pension plans, hires, promotions, transfers, and employment terminations.
25. Provides the Corporate Services Director with a monthly detailed status report pertaining to the work performed by the department.
26. Ensures that all files, papers, data, and other information in whatever format, are passed, when action on them is completed to the One-Stop Information Center for filing, storage, and safe-keeping

PLACE IN ORGANIZATION**KNOWLEDGE AND SKILLS REQUIREMENTS****Education or Equivalent Experience:**

A Degree in Business Administration with a concentration in Accounting or Finance or equivalency is a requirement. Additional practical course work in financial methods, cost accounting, including public sector accounting would be helpful. A CMA or CPA would be a plus.

Specialized Knowledge/Qualifications:

A minimum of 3 - 5 years of professional experience with growing responsibility is required. Work content must have included: planning and operating financial and cost accounting systems in companies or organizations, familiarity with treasury functions, billing, workforce planning, personnel administration, dealing with procurement matters including receipt procedures, and customs, working with Jordanian tax and social security contribution systems, background in general and administrative functions such as logistics and transportation and personnel travel matters; Familiarity with computer programming for financial functions and databases (Visual Basic, Access)

Additional Qualifications:

1. Ability to manage a multi discipline team
2. Analytical skills.
3. Good organizational skills.
4. Ability to use Microsoft applications to include: MS Word, PowerPoint, Excel, and Outlook; Knowledge of and ability to use QuickBooks Pro.
5. A high degree of computer literacy is required

Personal Traits**Initiative**

1. Proactively seeks out internal client needs and make assessments for responding to them.
2. Sets goals, then develop and executes work plans to achieve the goals.
3. Seeks new challenges and responsibilities.
4. Actively works to remedy problems acting on own initiative.

Professionalism

1. Sets and meets deadlines
2. Work within company procedures, but provides continuous feedback for improvement
3. Represents JTB in a professional manner
4. Works to achieve agreed indicators and results
5. Focuses on work-related activities and acts in ways that support the goals of JTB and efforts to serve JTB clients.
6. Builds and maintains good working relationships with colleagues and serves as a role model to other employees.

Communications

1. Demonstrates effective listening, questioning, and interpersonal skills
2. Articulates ideas and information.
3. Informs subordinates and others of relevant information, accurately and on a timely basis.

Flexibility

1. Demonstrates the ability to deal effectively with change.
2. Deals well with uncertainty and ambiguity.

Integrity

1. Leads by example by demonstrating honesty, decisiveness, direction, and other appropriate behaviors.
2. Serves as a JTB role model.

Position Contacts

Daily: Interfaces with all departments and personnel within JTB and outside suppliers.

Regular: U.S. office and other contracted agencies and activities

Resource Stewardship

The Finance Manager accounts for the operating budget of the JTB. The post holder must understand the value of the company resources available and use them, and makes sure that others use them, efficiently and as necessary to achieve JTB objectives.

MAGNITUDE

The Finance Manager is the responsible accounting officer for all financial recording and management functions of the JTB. The post holder is the official liaison person for interactions with internal and external auditors.

POSITION CHALLENGE

All financial departments are faced with almost similar challenges; ever-changing practices and procedures, new technologies, and the problem of understaffing. The JTB Finance Department is no exception. Ever changing Jordanian tax statutes and social security issues have and are continuing to complicate the company finance function.

The department is always attempting to improve upon its payment and financial control systems. Budgeting and the constant quest for standardization and the supporting information flow mechanisms to make the budget process responsive to the company requirements take up a large percentage of the department's time and energies.

The need for detailed budget control becomes a more insistent need as the amount spent out of the total JTB budget increases; the effective control over the budget is best achieved through having individual departments control their relevant budgets, this is done by preparing regular reports comparing the actual expenditures with budgeted amounts.

Due to many considerations, including the previous continuous changes in responsibilities, policies and budget structure, understaffing, and interdepartmental communication problems, the challenge facing the incumbent is the establishment of systems that ensure the proper level of control over finances and operations.

POSITION SUMMARY

Title: Manager, Information Technology (IT) Systems

Division/Department: Corporate Services Division

Reports to: Director, Corporate Services Director

Positions reporting to: Systems Officer.

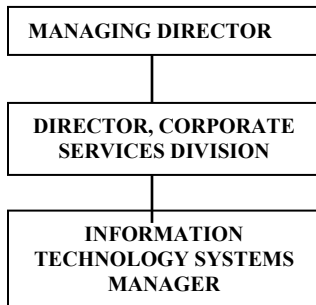
Location: Amman, Jordan

Position Objective: Devise, procure and maintain the JTB IT equipment and network and provide technical support services as they apply to information systems, computer hardware and software procurement, installation, and maintenance, and user training, orientation and problem solving within the JTB.

PRINCIPLE ACCOUNTABILITIES:

1. Consults with JTB management to determine and plan for information technology requirements, boundaries, priorities of projects, and to discuss systems and equipment acquisitions.
2. Configures user logins/profiles, email accounts and workstations in accordance with JTB standards.
3. Provides end-user applications with operating systems such as Windows NT 4 Servers and Windows 98, and applications such as MS Office.
4. Maintains international networking systems including the maintenance of the JTB website capability.
5. Works in concert with the Chief of Promotional Materials in the incorporation of content into the JTB website.
6. Provides a first line of technical support to JTB staff in dealing with IT problems and provides help desk and information to resolve problems.
7. Advises on the management of all databases in the One-Stop Information Center.
8. Liaise with Finance Department to ensure that all necessary contractual steps, preparation and letting of contracts, engagement of additional staff are done in accordance with JTB corporate procedures.
9. Performs basic network functions to include daily backups, file restoration and Un-interrupted Power Systems (UPS) operational checks.
10. Troubleshoots and build PCs and install add-on boards and accessories.
11. Works with Administration Manager keeping post holder informed of any needs, questions, or problems in the JTB offices regarding IT asset usage.
12. Assists JTB staff with local and network applications, converting files from other applications, unzipping and decoding files.
13. Evaluates use of technology in JTB.
14. Prepares progressive reports to inform management of project status and deviation from planned goals.
15. Manages back-up and security systems.
16. Analyses department workflow and employee job duties to inform recommendations for IT solutions.
17. Maintains application and operating systems license tracking and compliance files for all software brought by JTB.
18. Gives instructions and connect laptops and PCs to data show projector.
19. Monitors network operations (including disk utilization, system usage, etc.)
20. Authorizes and certifies accounts for all IT equipment purchased by JTB.
21. Arranges for delivery and supervises installation done by all company contractors for IT equipment purchased by JTB.
22. Designs and implements an anti-virus strategy program as needed and assists staff with the desktop use of anti-virus software.
23. Creates checklists and tips, electronic paper for repetitive Help Desk tasks.
24. Manages, troubleshoots, and repairs desktop equipment, laptops, and related equipment including returns to manufacturer for repair or replacement.
25. Bar codes or fits identification marks to all JTB, IT equipment and carries out annual stocktaking of same with reports to the Finance and Administration Managers.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

BSc in Computer Science or Computer Engineering is required.

Specialized Knowledge/Qualifications:

3 – 5 years practical experience directly related to the duties and responsibilities pertinent to IT systems management and one year of experience in internet/intranet site development, implementation, and maintenance. Must be proficient in the use and troubleshooting of Microsoft BackOffice, Microsoft Office Suite, Windows NT, and anti-viral software packages including Norton Anti-Virus and McAfee. Considerable knowledge of TCP/IP, systems administration, CGI gateways, security/firewalls, databases, and database linking required. Knowledge of relevant hardware, software applications, and techniques used in web site design, development, and maintenance and knowledge of, and ability to work with the various computer operating systems a must. Incumbent must have the ability to learn complex technical systems and adapt in a rapidly changing technological area.

Additional Qualifications:

1. Strong relevant technical background.
2. Excellent interpersonal and co-ordination skills.
3. Ability to effectively use all the capabilities of the Internet and IT equipment.
4. Ability to instruct in the use of Microsoft applications to include: MS Word, PowerPoint, Excel, and Outlook.

Personal Traits

Initiative

1. Seeks new challenges and responsibilities.
2. Actively works to remedy problems without having to be told by a peer or supervisor.
3. Works efficiently without direct supervision.
4. Keeps up to date on all developments in the IT area.

Product/Service Knowledge

1. Demonstrates in-depth knowledge of the technologies utilized within the department.
2. Understands the complexities of the position and is able to execute the duties and responsibilities efficiently and accurately.
3. Possesses high technical skills necessary for effectiveness in the position.

Professionalism

1. Focuses on work-related activities and acts in ways, which support the goals of JTB and efforts to serve JTB clients.

2. Builds and maintains good working relationship with colleagues and serves as a role model to other employees.
3. Dedicated to meeting planned objectives and adopts very good work habits.
4. Possesses the appropriate skills to be effective in the position and to instruct others.

Dependability

Completes projects within tight timelines and budgets.

Communications

1. Demonstrates effective listening, questioning, and interpersonal skills
2. Informs subordinates and others of relevant information, accurately and on a timely basis and sets targets for achievement.

Flexibility

1. Demonstrates the ability to deal effectively with challenge and change.
2. Deals well with uncertainty and ambiguity.

Position Contacts

Regular: Interfaces with all departments and personnel within JTB and with the providers of technical equipment to JTB.

Resource Stewardship

The IT Manager is responsible for the specification and upkeep of all internal JTB IT assets. The post holder understands the value of company resources and uses them efficiently and as necessary to achieve JTB objectives.

MAGNITUDE

The IT Systems Manager position is critical to the success of the overall JTB mission. The ability to provide required services to clients rests with the availability and reliability of the JTB information technology systems. The work effectiveness of the organization is dependent on the technical abilities of the IT Systems Manager and the post holder's capabilities to install and maintain IT systems. The contribution of the impact of the position on the JTB mission is substantial.

POSITION CHALLENGE

Although the technologies are readily available local vendor response times are not what is often required to maximize system effectiveness and efficiency. The IT Systems Manager has to rely on personal initiative to seek out training opportunities to make the system less reliant on contract maintenance.

The local ISPs, although improving in their services, still do not meet the reliability standards realized elsewhere—specifically the U.S. The IT Systems Manager therefore must be patient, understanding, and tactful when working with the local service providers to affect IT system troubleshooting and implement corrective actions.

JTB staff members are not all computer literate. As a result the IT Systems Manager will have to provide user training to these people before they can provide the degree of service required by

POSITION SUMMARY

Title: Manager, Marketing Operations and Trade Support

Division/Department: Marketing Division

Reports to: Marketing Director

Positions reporting to: None

Location: Amman, Jordan

Position Objective: Reporting to the Marketing Director, the Manager of Marketing Operations and Trade Support has the responsibility for meeting annual targets for membership of the JTB and other sponsorships and financial contributions to its activities. The position also assists in carrying out specific phases of a the JTB marketing and public affairs programs and will be directly involved in preparing proposals for sponsorship and material for use by the media to convey information about JTB including its programs, activities, membership and sponsorship opportunities.

PRINCIPLE ACCOUNTABILITIES:

1. Plans and manages the annual program for membership recruitment and retention, sponsorship and financial support activities as well as productive working relationships with local and international media.
2. Provides agreed services and facilities to members.
3. Develops a co-operative spirit among the JTB membership, including monthly luncheons, social functions, seminars, presentations, lectures, and services
4. Ensures that the JTB membership are kept informed regarding up-coming activities and receive the JTB monthly newsletter, notification of trade shows, and other promotional activities that encourage engagement with the JTB.
5. Maintains regular contact with members and follows up on overdue membership subscriptions.
6. Effects commercially beneficial introductions and supports business networking between members
7. Identifies new opportunities for revenue generation to support the JTB's activities and programs.
8. Secures annual revenue targets from membership and sponsorship by promoting participation in sponsorship and other revenue generating activities.
9. Liaises closely with the Corporate Services Division to ensure that all the necessary contractual steps, preparation and letting of contracts, and the like are accomplished in accordance with JTB corporate procedures.
10. Implements media campaigns related to membership and sponsorship when approved.
11. Organises and co-ordinates support among trade groups for appropriate participation in parts of the JTB marketing programme.
12. Assists in the designs of informational packets and press kits for membership meetings, sponsorship recruitment events, seminars, workshops, media visits, etc.
13. Assists in the preparation for publicity events hosted by JTB.
14. Prepares and makes presentations to potential members or sponsors.
15. Submits materials relevant to members and sponsors for inclusion unto the JTB website to the Communications Director for review and authorization.
16. Contributes member and sponsor information to the process that includes press mailings, news releases, and newsletters.
17. Maintains an effective working relationship with the entire JTB staff, members and sponsors.
18. Lobbies the media to create an interest among journalists and broadcasters to pursue features on JTB, its membership, and JTB sponsored events.
19. Assists special events in Jordan.

PLACE IN ORGANIZATION**KNOWLEDGE AND SKILLS REQUIREMENTS****Education or Equivalent Experience:**

BA/Bsc in Marketing, Business Administration or other related field.

Specialized Knowledge/Qualifications:

Minimum of three years of professional or technical experience which has required the ability to maintain cooperative and cordial relations with individuals and/or groups while obtaining, interpreting and disseminating information about activities, programs, and objectives of an organization; or analyzing data and presenting the pertinent facts in written form. This should include experience of producing propositions for sponsorship or co-operative activity. Professional experience in association management and fund-raising is very desirable.

Additional Qualifications:

1. Knowledge of journalism, communication methods and techniques.
2. Able to follow up on any areas of interest to capitalize on opportunity.
3. Ability to organize proposals.
4. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
5. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits**Initiative**

1. Work with other departments in retrieving pertinent information for use in recruitment of membership and sponsorship.
2. Contact members and sponsors for success story material and other publicity related events.
3. Tenacity and focus when dealing with issues.
4. Ability to make creative inputs in the development of proposals and propositions.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain member and sponsor engagement with the JTB.
3. Contribute ideas that help achieve overall JTB program objectives that require the constant infusion of new JTB members and sponsors.
4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Dependability

1. Completes projects within tight timescales and budgets.
2. Strong self-motivation and confidence.
3. Maturity

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Members, sponsors, potential clients, contractors, and media people

Resource Stewardship

- 1. Understands the value of the company image and results and works on strengthening them.**
- 2. Appreciates the value of the company resources available and uses them efficiently.**

MAGNITUDE

The Marketing Division to which the Manager Marketing Operations and Trade Support is assigned, works with audiences (through media and other tools) to drive awareness, to look at the positive and beneficial aspects of JTB membership, sponsorship, member services, and JTB sponsored activities. The division conveys to target audiences information that strengthens JTB key messages and has responsibility for building a sustainable and favorable JTB reputation, promoting understanding, recognition, and an appreciation for JTB efforts and mission and ultimately increasing direct participation in JTB activities through membership and sponsorship.

POSITION CHALLENGE

The incumbent in this position must possess highly developed persuasive and interpersonal skills, intuition, and imagination in order to meet JTB mission requirements and targets. The position carries with it the responsibility to provide the "monetary support" and member commitment that will support the JTB program to grow the tourism sector of the kingdom's economy.

The position will provide advisory services to other departments of the JTB involved in the preparation of documents and reports for external or internal distribution that may support membership and sponsorship interests. The incumbent must possess a strong predisposition toward self-directed work.

POSITION SUMMARY

Title: Manager, Marketing Research & Planning

Division/Department: Marketing Division

Reports to: Marketing Director

Positions reporting to: None

Location: Amman, Jordan

Position Objective: Contributes to the overall marketing effectiveness of JTB by anchoring the marketing research and planning functions that identify short-term and long-range trends and issues that must be addressed in order for JTB to develop the tourism economy. The Manager of Marketing Research and Planning provides critical information and commentary pertinent to decision making, recommending options and implementing courses of action specifically addressing the marketing of Jordan as a tourist destination.

PRINCIPLE ACCOUNTABILITIES:

1. Analyzes the international source markets as to their structures and travel habits and identifies potential market segments for target marketing by Jordan.
2. Creates, manages and distributes a data bank of research information that informs the decision making of both the public and private sectors.
3. Identifies and recommends tourism products and services likely to attract international tourists.
4. Develops material for inclusion onto the JTB website.
5. Submits to the Marketing Director all website material for review and authorization.
6. Identifies opportunities in both traditional travel and alternative promotional activities for international tourists.
7. Establishes the resource and logistical implications of opportunities and determines what presentational, and promotional materials are required.
8. Identifies niche markets for special interest holiday products for international tourists.
9. Creates an awareness of the benefits of tourism among the local citizenry and helps build a tourism culture within Jordan.
10. Establishes a data bank comprising international tour operators prepared to handle Jordan tourism.
11. Establishes productive working relationships with local and international research sources.
12. Assists in the distribution of information to all contracted JTB international representatives relating to tourism in Jordan.
13. Prepares and makes presentations.
14. Designs questioners, scopes of work, briefs for carrying out market and other research.
15. Manages the work of research contractors.
16. Establishes a tourism data bank comprising tour operators featuring: Jordan in their programs; Jordan as part of a regional itinerary; the region but not Jordan; cultural and natural destinations similar to those of Jordan; specialized incentive travel, meetings, conferences, events, and religious tours.
17. Surveys and analyzes travel programs featured in tour operators' catalogues.
18. Maintains an effective working relationship with the entire JTB staff, stakeholders and private sector partners.
19. Assists at media and trade events.
20. Provides information that develops marketing staff through educational opportunities, planning, and monitoring trends.
21. Recommends marketing and information distribution methods.
22. Analyzes statistical data on past tourism trends to predict future trends.
23. Compiles data on competitors, pricing, methods of marketing, etc.
24. Provides marketing staff with information needed to make decisions regarding promotion, promotion design, and pricing of services.
25. Obtains JTB market share by developing marketing plans and programs.
26. producing market briefs and forecasts for the JTB and it's stakeholders.

PLACE IN ORGANIZATION**KNOWLEDGE AND SKILLS REQUIREMENTS****Education or Equivalent Experience:**

BA/Bsc in Marketing, Business Administration, Advertising, Research/Statistics or other related field a must.

Specialized Knowledge/Qualifications:

3 - 5 years professional experience directly related to the duties and responsibilities pertinent to marketing and tourism with growing responsibility are required. Work content must have included dealing with the promotion and direction of marketing activities; market forecasting; statistical analysis; 'promoting customer relations; directing advertising and marketing campaigns; Interpreting and maintaining information, planning and scheduling.

Additional Qualifications:

1. Work experience in international markets
2. Ability to comprehend and analyze market research.
3. Knowledge of communication methods and techniques.
4. Allocate material and facility resources.
5. Use computers to process information.
6. Negotiate to arrive at decisions.
7. Work with cultural diversity.
8. Understand systems.
9. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
10. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits**Initiative**

1. Work with other departments in retrieving pertinent information for use in marketing research.
2. Contact members, clients, and sponsors for marketing material without direction from peers or supervisor.

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain satisfactory results for JTB and Jordan overall.
3. Contribute ideas that help achieve overall JTB program objectives.
4. Behavior must prove itself beyond reproach.

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills.
2. Articulates ideas and information.

3. Informs peers and superiors alike regarding relevant information both accurately and in a timely manner.

Dependability

Completes projects within tight timelines and budgets.

Flexibility

1. Demonstrates the ability to deal effectively with change.
2. Deals well with uncertainty and ambiguity.
3. Resourceful
4. Anticipative

Position Contacts

Daily/Internal: Interfaces with all personnel in the Marketing and Communications Divisions; Periodically works with the Corporate Services Division.

Regular/External: Private sector, Clients, Contractors, JTB members, JTB sponsors, media people.

Resource Stewardship

1. Understands the value of the Jordan Brand and company image and constantly works on strengthening it by responsible action.
2. Consistently meets budget requirements maximizing marketing mission effectiveness.
3. Recognizes the value of the JTB resources available to include time and money and uses them efficiently.

MAGNITUDE

The Marketing Division works with audiences (through media and other tools) to drive awareness and to increase tourist response to JTB marketing efforts. The Marketing Division aims to have its members, sponsors, clients, and ultimately tourists to look at the positive and beneficial aspects of JTB services and actions. The division conveys to target audiences information that includes or strengthens JTB key messages and shares with the Communication Division the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for Jordan as a tourist destination.

POSITION CHALLENGE

Researching, planning, and assisting in the organizing, directing, controlling, and coordinating of marketing campaigns are demanding tasks to perform. When coupled with the responsibility for contributing to the maintenance of the reputation of the organization, the pressures generated by these circumstances call for an extremely capable and confident individual to be selected to operate in the position of the Manager, Market Research & Planning.

POSITION SUMMARY

Title: Manager, Membership and Sponsorship

Division/Department: Marketing Support Division

Reports to: Manager Communications

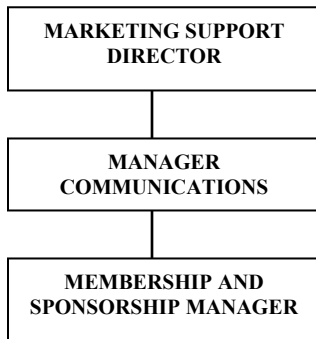
Positions reporting to: None

Location: Amman, Jordan

Position Objective: Reporting to the Communications Manager, the Manager of Membership and Sponsorship has the responsibility for meeting annual targets for membership of the JTB and other sponsorships and financial contributions to its activities. The position also assists in carrying out specific phases of a the JTB public affairs program and will be directly involved in preparing proposals for sponsorship and material for use by the media to convey information about JTB including its programs, activities, membership and sponsorship opportunities.

PRINCIPLE ACCOUNTABILITIES:

- 1. Establishes an annual program for membership recruitment and retention, sponsorship and financial support activities as well as productive working relationships with local and international media.**
- 2. Provides agreed services and facilities to members.**
- 3. Develops a co-operative spirit among the JTB membership, including monthly luncheons, social functions, seminars, presentations, lectures, and services**
- 4. Ensures that the JTB membership are kept informed regarding up-coming activities and receive the JTB monthly newsletter, notification of trade shows, and other promotional activities that encourage engagement with the JTB.**
- 5. Maintains regular contact with members and follows up on overdue membership subscriptions.**
- 6. Effects commercially beneficial introductions and supports business networking between members**
- 7. Identifies new opportunities for revenue generation for the JTB.**
- 8. Secures annual revenue targets from membership and sponsorship by promoting participation in sponsorship and other revenue generating activities.**
- 9. Liaises closely with the Corporate Services Division to ensure that all the necessary contractual steps, preparation and letting of contracts, engagement of additional staff, and the like are accomplished in accordance with JTB corporate procedures.**
- 10. Implements media campaigns related to membership and sponsorship when approved.**
- 11. Assists in the designs of informational packets and press kits for membership meetings, sponsorship recruitment events, seminars, workshops, media visits, etc.**
- 12. Assists in the preparation for publicity events hosted by JTB.**
- 13. Prepares and makes presentations to potential members or sponsors.**
- 14. Submits materials relevant to members and sponsors for inclusion unto the JTB website to the Communications Director for review and authorization.**
- 15. Contributes member and sponsor information to the process that includes press mailings, news releases, and newsletters.**
- 16. Maintains an effective working relationship with the entire JTB staff, members and sponsors.**
- 17. Lobbies the media to create an interest among journalists and broadcasters to pursue features on JTB, its membership, and JTB sponsored events.**
- 18. Assists special events in Jordan.**

PLACE IN ORGANIZATION**KNOWLEDGE AND SKILLS REQUIREMENTS****Education or Equivalent Experience:**

BA/Bsc in Marketing, Business Administration or other related field.

Specialized Knowledge/Qualifications:

Minimum of three years of professional or technical experience which has required the ability to maintain cooperative and cordial relations with individuals and/or groups while obtaining, interpreting and disseminating information about activities, programs, and objectives of an organization; or analyzing data and presenting the pertinent facts in written form. This should include experience of producing propositions for sponsorship or co-operative activity. Professional experience in association management and fund-raising is very desirable.

Additional Qualifications:

1. Knowledge of journalism, communication methods and techniques.
2. Able to follow up on any areas of interest to capitalize on opportunity.
3. Ability to organize proposals.
4. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
5. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

1. Work with other departments in retrieving pertinent information for use in recruitment of membership and sponsorship.
2. Contact members and sponsors for success story material and other publicity related events.

Initiative**Professionalism**

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain member and sponsor engagement with the JTB.
3. Contribute ideas that help achieve overall JTB program objectives that require the constant infusion of new JTB members and sponsors.
4. Must be able to clearly understand the duties and responsibilities of the position and be able to execute them efficiently and effectively.

Dependability

1. Completes projects within tight timescales and budgets.
2. Strong self-motivation and confidence.

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Members, sponsors, potential clients, contractors, and media people

Resource Stewardship

- 1. Understands the value of the company image and works on strengthening it.**
- 2. Appreciates the value of the company resources available and uses them efficiently.**

MAGNITUDE

The Marketing Support Division to which the Manager of Membership and Sponsorship is assigned, works with audiences (through media and other tools) to drive awareness, to look at the positive and beneficial aspects of JTB membership, sponsorship, member services, and JTB sponsored activities. The division conveys to target audiences information that strengthens JTB key messages and has responsibility for building a sustainable and favorable JTB reputation, promoting understanding, recognition, and an appreciation for JTB efforts and mission and ultimately increasing direct participation in JTB activities through membership and sponsorship.

POSITION CHALLENGE

The incumbent in this position must possess highly developed persuasive and interpersonal skills, intuition, and imagination in order to meet JTB mission requirements and targets. The position carries with it the responsibility to provide the "monetary support" and member commitment that will support the JTB program to grow the tourism sector of the kingdom's economy.

The position will provide advisory communication services to other departments of the JTB involved in the preparation of documents and reports for external or internal distribution that may support membership and sponsorship interests. The incumbent must possess a more than moderate predisposition toward self-directed work.

POSITION SUMMARY

Title: Manager, Product Marketing

Division/Department: Marketing Division

Reports to: Marketing Director

Positions reporting to: None

Location: Amman, Jordan

Position Objective: Oversees development and deployment of marketing policies, procedures and objectives for marketing and selling the Jordan's tourism products to niche markets. The Product Marketing Manager oversees service development and assists in determining pricing, marketing budgets, and tourism objectives for the JTB's product marketing programs.

PRINCIPLE ACCOUNTABILITIES:

1. **Manages JTB product marketing operations consistent with JTB established goals, objectives, and policies.**
2. **Follows direction set by the Managing Director and Marketing Director implements programs and initiatives to ensure attainment of JTB's business plan for growth and profit in the tourism economy.**
3. **Completes marketing department operational requirements and co-ordinates with other JTB units.**
4. **Develops new approaches to marketing Jordan as a tourist destination and ensures that staff, tour operators and stakeholders are provided with information and training to support product marketing.**
5. **Analyzes the international source markets as to their structures and travel habits and identifies potential market segments for target product marketing by Jordan.**
6. **Identifies and recommends activities and special events likely to attract international tourists.**
7. **Develops promotional material for inclusion in the JTB website.**
8. **Submits to the Marketing Director all website material for review and authorization.**
9. **Identifies opportunities in both traditional travel and alternative promotional activities for international tourists.**
10. **Establishes the resource and logistical implications of opportunities and determines what presentational, and promotional materials are required.**
11. **Liaises with the Communications Division in encouraging the media to pursue features on Jordan that relate to specific products.**
12. **Plans and organizes workshops, trade to trade selling, seminars, and road shows to engage the Jordanian tourism operators.**
13. **Seeks opportunities to promote international tourism in connection with special events scheduled in Jordan.**
14. **Liaises with the Corporate Services Division to ensure that all the necessary contractual steps, preparation, and letting of contracts, engagement of additional staff, and the like are accomplished in accordance with JTB corporate procedures.**
15. **Establishes productive working relationships with local and international media and specialized tour operators.**
16. **Assists in the distribution of information to all contracted JTB international, regional, and domestic representatives relating to tourism products in Jordan.**
17. **Develops and maintains a calendar of events.**
18. **Prepares and makes presentations.**
19. **Establishes a tourism data bank comprising specialized tour operators featuring: Jordan and the region in their programs including specialized incentive travel, meetings, conferences, events, and religious tours.**
20. **Survey and analyze travel programs featured in tour operators' catalogues.**
21. **Maintains an effective working relationship with the entire JTB staff, stakeholders and private sector partners.**

22. Assists at media and trade events.
23. Develops publications and other communications to publicize Jordan's products.
24. Identifies critical business and marketing issues and other opportunities for JTB growth.
25. Recommends strategies for improving competitiveness and promotional activities.
26. Carries out impact evaluations of marketing initiatives.
27. Prepares reference materials to support strategies and presentations made by the Marketing Director.
28. Assists other JTB units in providing relevant data for events and other projects related to product marketing efforts.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

BA/Bsc in Marketing, Advertising, Business Administration, Communications or other related field a must.

Specialized Knowledge/Qualifications:

Requires 8 or more years of relevant experience pertinent to marketing and tourism with growing responsibility are required. Work content must have included dealing with the promotion and direction of marketing activities; market forecasting; promoting customer relations; and directing advertising and marketing campaigns. Also, strategic planning, project planning, budgeting background are essential.

Additional Qualifications:

1. Work experience in international markets
2. Ability to comprehend and analyze market research.
3. Ability to acquire and evaluate information.
4. Interpret and communicate information.
5. Ability to exercise leadership.
6. Knowledge of communication methods and techniques.
7. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel, Project Management, and Outlook.
8. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

1. Work with other departments in retrieving pertinent information for use in marketing and or advertising campaigns.
2. Contact members, clients, and sponsors for marketing material without direction from peers or supervisor.

Initiative

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain satisfactory results for JTB and Jordan overall.
3. Contribute ideas that help achieve overall JTB program objectives.
4. Behavior must be beyond reproach.

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills.
2. Articulates ideas and information.
3. Informs peers and superiors alike regarding relevant information both accurately and in a timely manner.

Dependability

Completes projects within tight timelines and budgets.

Flexibility

1. Demonstrates the ability to deal effectively with change.
2. Deals well with uncertainty and ambiguity.
3. Resourceful

Position Contacts

Daily/Internal: Interfaces with all personnel in the Marketing and Communications Divisions; Periodically works with the Corporate Services Division.

Regular/External: Private sector, product providers, Clients, Contractors, JTB members, JTB sponsors, media people.

Resource Stewardship

1. Understands the value of the Jordan Brand and company image and constantly works on strengthening it by responsible action.
2. Consistently meets budget requirements maximizing marketing mission effectiveness.
3. Recognizes the value of the JTB resources available and uses them efficiently.

MAGNITUDE

The Marketing Division works with audiences (through media and other tools) to drive awareness and to increase tourist response to JTB marketing efforts. The Marketing Division aims to have its members, sponsors, clients, and ultimately tourists to look at the positive and beneficial aspects of JTB services and actions. The division conveys to target audiences information that includes or strengthens JTB key messages and shares with the Communication Division the determining responsibility for building a sustainable and favorable JTB reputation and for promoting understanding, recognition, and an appreciation for Jordan as a tourist destination.

POSITION CHALLENGE

Planning, organizing, directing, controlling, and coordinating product marketing campaigns are demanding tasks to perform. When coupled with the long distances, diverse contractual relationships, and that the position carries with it the responsibility for contributing to the maintenance of the reputation of the organization, the pressures generated by these circumstances call for an extremely focused, Manager of Product Marketing.

POSITION SUMMARY

Title: Managing Director

Division/Department: Jordan Tourism Board

Reports to: Chairman and Board of Directors

Positions reporting to: Director, Corporate Service Division; Director, Marketing Support Division; Director of Marketing, Marketing Division.

Location: Amman, Jordan

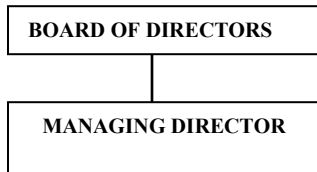
Position Objective: To ensure the effective and efficient operations of the JTB in accordance with the JTB by-laws and guidance provided by and through the JTB Board of Directors.

PRINCIPLE ACCOUNTABILITIES:

1. Ensures the effective and efficient operations of the Executive function of the Jordan Tourism Board.
2. Plans, directs and supervises daily operations of the JTB.
3. Allocates resources as necessary to optimize results consistent with the Board's policies and approved marketing program.
4. Serves as an effective advocate of the Kingdom of Jordan by promoting it through speeches and presentations, interviews and news releases, membership in appropriate organizations, and other professional activities
5. Provides advice, guidance, and direction to the division directors.
6. Manages the JTB's finances to insure adequate funds are available to operate the organization continuously with an experienced, permanent staff.
7. Assists the JTB Board of Directors in securing adequate parliamentary appropriations for operating and capital improvement funds by working with appropriate government officials.
8. Prepares, maintains and files all budgets, performance reports, inventory controls, personnel and payroll reports and records, and financial records required by governmental agencies and by the JTB Board of Directors.
9. Drafts short- and long-term objectives, policies, and plans.
10. Submits for approval to the Board of Directors short- and long-term objectives, policies, and plans.
11. Determines staff requirements.
12. Sets salary ranges for employees based on job requirements and within limitations imposed by adequacy of funding.
13. Selects, trains and supervises employees.
14. Monitors and implements changes to JTB operations based on changes to the tourism sector.
15. Identifies strategies that are responsive to the Board's objectives and goals.
16. Uses the Board's resources and capabilities to optimum effect.
17. Presents to the JTB Board the recommended JTB program and budget for the following year.
18. Requires from the division directors monthly activity and financial reports.
19. Provides feedback to the division directors regarding highlights, deviations, and/or exceptions based on their monthly activity and financial reports.
20. Liaises closely with the Director of Corporate Services to ensure that all the necessary contractual steps, preparation and letting of contracts, purchases, and the like are in accordance with corporate procedures.
21. Assists in projects and accompanies delegations as necessary.
22. Brings to the attention of the Board recommendations for changes or exceptions to the approved annual marketing plan.
23. Provides monthly and detailed quarterly financial and administrative reports to the Board.
24. Solicits proposals for the annual marketing program plan.
25. Requires annual budget forecasts from each division director through the Manager of Finance.

26. Ensures that all files, papers, data, and other information in whatever format, obtained by the Managing Director are passed when action on them is completed to the One-Stop Information Center for filing, storage, and safe-keeping.

PLACE IN ORGANIZATION



KNOWLEDGE AND SKILLS REQUIREMENTS

Education or Equivalent Experience:

Masters Degree in Business Administration (MBA), Finance, Management Sciences, Economics, or related field.

Specialized Knowledge/Qualifications:

A minimum of 15 years of professional experience at management level. Work content must have included workforce planning and personnel administration; Background dealing with procurement matters including receipt procedures, inventory control, and customs; background in general administrative functions such as logistics, and travel matters; planning and operating financial and cost accounting systems in private companies, familiarity with treasury functions. Must have a specialized understanding and appreciation for IT technologies and IT procedures particularly as they apply to financial and accounting processes. Professional experience directly related to the duties and responsibilities pertinent to marketing management is necessary. Work content must have included dealing with promotion and direction of marketing activities; market forecasting; market research analysis; promoting customer relations; and directing advertising, branding and marketing campaigns.

Additional Qualifications

1. Ability to manage a multi discipline team
2. Knowledge of communication methods and techniques.
3. Ability to comprehend and assess market research.
4. Ability to use Microsoft Applications that include: MS Word, PowerPoint, Excel and Outlook.
5. Knowledge and ability to use Microsoft Publisher or other designing Software.

Personal Traits

1. Work with other departments in retrieving pertinent information for use in marketing and or advertising campaigns.
2. Contact members, clients, and sponsors for marketing success story material.
3. Provide innovative, imaginative leadership without direction and guidance.
4. Clearly understands the duties and responsibilities of the position and is able to execute them efficiently and effectively.
5. Appreciates the importance of timeliness and accuracy in the workplace.
6. Proactively seeks out client needs and makes assessments for improved services.

Initiative

Professionalism

1. Continuously contributes and strengthens the professional image of JTB.
2. Focuses on activities that gain satisfactory results for JTB and Jordan overall.
3. Contributes ideas that help achieve overall JTB program objectives.
4. Behavior must prove itself beyond reproach.
5. Focuses on activities and act in ways that support the goals of JTB and its efforts to serve clients.
6. Concentrates on keeping the JTB workforce the most productive and most motivated in the business.
7. Has the attitude that JTB people are the most important resource in the company and that the post holder has the responsibility for enhancing that resource.
8. Realizes that how well human resource needs are being addressed by a company largely reflects in their productivity numbers and morale.
9. Develops and maintains a set of best practices

Communication

1. Demonstrates effective listening, questioning, and interpersonal skills
2. Articulate expresses ideas and information
3. Informs subordinates and others of relevant information, accurately and on a timely basis

Flexibility

1. Demonstrates the ability to deal effectively with challenges and change
2. Deals well with uncertainty and ambiguity.

Position Contacts

Daily/Internal: Interfaces with all departments and personnel within JTB.

Regular/External: Private sector partnership, Clients, Contractors, JTB Board Members, JTB sponsors, media people.

Resource Stewardship

The Managing Director is responsible for the oversight of all procurement and maintenance functions to include all office assets (furniture and equipment) as well as the company fleet vehicles. The Director also is responsible for tracking and controlling all additional overhead costs to include company office space rent, communications costs and utilities. Finally, the Managing Director is responsible for the monitoring and funding of all JTB Marketing efforts.

The Managing Director is responsible for managing an annual budget of JD [REDACTED], work force consisting of [REDACTED] personnel, and [REDACTED] square foot of office space 2,000 with a value of JD [REDACTED].

The post holder understands the value of the company resources and the responsibility for the care and maintenance of the assets and makes sure others within the company use them efficiently and as necessary to achieve JTB objectives.

MAGNITUDE

The Managing Director has the responsibility for promoting and increasing global awareness, appreciation and enjoyment of Jordan by developing and implementing long range plans to promote historical and recreational Jordan..

In addition He or she is responsible for the financial accountability, additional advocacy efforts on the part of the three subordinate divisions, the planning of operations with both the immediate senior staff and the JTB Board of Directors, and management of JTB human resources.

POSITION CHALLENGE

Maintain the public awareness and appreciation of the historic, recreational significance and natural beauty of the Kingdom of Jordan.

Increase tourism and travel to the Kingdom of Jordan and contribute to the expansion of tourism facilities as a means of increasing income.

Increase public and private financial support for operations and capital improvements for JTB and the tourism sector on the whole.

Annex C

Draft: Classification Schema and Salary Scale

Class and Grade	Low (JD)	High (JD)
<i>Senior Professional</i>	15581.04	24399.96
Managing Director (3)	Proposed	22195.23
<i>Senior Technical and or Administration</i>	10437.96	16177.80
Director, Marketing (3)	Proposed	14742.84
Director, Corporate Services (3)	Proposed	14742.84
Director, Communications (2)	Proposed	13307.88
<i>Technical and or Administration</i>	7140.	11139.
Manager, Finance (3)	Proposed	10139.25
Manager, Administration (2)	Proposed	9139.5
Manager, MIS (3)	Proposed	10139.25
Head, Regional and Domestic Tourism (3)	Proposed	10139.25
Head, International Tourism (3)	Proposed	10139.25
Manager, Representation Office (1)	Proposed	8139.75
Manager, Membership and Sponsorship (1)	Proposed	8139.75
Chief, Media and Public Relations (2)	Proposed	9139.5
Chief, Promotional Materials (2)	Proposed	9139.5
Total Salary Expense (in JD)		<u>243650.68</u>