



## CAREER OPPORTUNITY

Kenya Tourism Board (KTB) is a State Corporation established under the Tourism Act whose mandate is to market Kenya as a Tourist destination locally, regionally and internationally. KTB seeks to recruit exceptional, highly competent and professional individuals to fill the following positions:

### **MANAGER INTERNAL AUDIT**

**REF. KTB/HR 001/2019**

#### **Primary Responsibilities**

- (i) Provide secretarial services to the Board Audit and Risk Committee
- (ii) Provide independent and objective assurance and consulting activity of KTB's operations to the Audit & Risk Committee and the CEO on the overall adequacy and effectiveness of KTB's arrangements for governance, risk management, and internal controls and their impact on the operations of the organization
- (iii) Provide effective leadership to the audit teams in reviewing the operations and controls of the Board
- (iv) Interpret prevailing policies for sound auditing principles and control
- (v) Contribute as appropriate to the performance of other functions and to the overall achievement of the Board's strategic objective
- (vi) Report to the Audit Committee quarterly on the implementation of the annual audit plan
- (vii) Prepare board papers for Board Audit & Risk committee meetings
- (viii) Participate in the development and review of the Institution's strategic plan
- (ix) Spearhead risk assessment of the department
- (x) Develop implement and continuously review the KTB's Internal Audit framework and policy and operating procedures.
- (xi) Assess the relevance, reliability, integrity, timeliness and adequacy of programmes and financial information.
- (xii) Establish, implement and monitor risk based internal audit mechanisms
- (xiii) Ensure independent appraisals of KTB activities, functions and operations to ensure internal control frameworks are in place and operating efficiently.
- (xiv) Lead and carry out special investigations, unplanned internal audit works and systems audits
- (xv) Ascertain the extent of compliance with board and government established procedures.
- (xvi) Prepare and submit audit reports including audit recommendations to the management and to the Full Board through the Board Audit Committee.
- (xvii) Carry out follow up audits to ensure implementations of external and internal audit recommendations by the management.
- (xviii) Co-ordinate the review of the implementation of the risk management framework in order to ensure that risk management is effectively encompassed in all Board's processes
- (xix) Perform value for money audits to determine value of completed and ongoing project and to examine whether KTB has attained economy, efficiency and effectiveness in the management of allocated funds.

(xx) Develop work plans and budgets for the Department and oversee the execution of the approved departmental work plans and budgets.

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Nine (9) years relevant experience three (3) of which should be in senior management position
- Bachelor's degree in Finance, Accounting, or equivalent qualifications from a recognized institution
- Master's Degree in a relevant field or equivalent qualifications from a recognized institution
- Certification in any of the following; CIA, CISA, CPA/ACCA
- Member of a professional body e.g IIA, ISACA, ICPAK
- Certificate in computer proficiency
- Demonstrate merit and ability as reflected in work performance and results

## **RESEARCH MANAGER**

**REF. KTB/HR 002/2019**

### **Primary Responsibilities**

- (i) Advise on all research matters
- (ii) Develop and implement KTB's research strategy, policies, mission and vision.
- (iii) Provide strategic direction for research related innovation to optimize KTB's competitive advantage both locally and internationally.
- (iv) Responsible for gathering and compiling market and competitor data to define market size, market share, opportunities and threats, across all Kenya's tourism product categories and markets.
- (v) Analyze customer needs and customer satisfaction through specific market research projects: quantitative and qualitative analysis to include client segmentation and making recommendations based on research.
- (vi) Make recommendations for short and long-term tactical plans.
- (vii) Assess the need for purchasing market intelligence resources.
- (viii) Present regular market intelligence reports to top management.
- (ix) Support the assessment of market or product opportunities through delivery of relevant and timely market intelligence
- (x) Supervise the collecting, data entry, filtration, analysis and dissemination of international arrivals.
- (xi) Prepare and manage the Research Budget
- (xii) Monitoring and evaluation of marketing performance.
- (xiii) Ensure timely and efficient implementation of Research Strategy and Annual Work Plan (AWP) and ensure that departmental performance targets are set and achieved.
- (xiv) Ensure that research is effectively used to support the business objectives of KTB to increase productivity and results in order to ensure internal and external customer satisfaction and ensure seamless interdepartmental linkages.
- (xv) Identify process improvements in research that reduce cost, improve quality and allow for the more efficient usage of organizational resources.
- (xvi) Ensure full implementation of the Quality Management System within the Research unit.
- (xvii) Manage ad hoc research requests from other departments

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Nine (9) years' relevant experience with three (3) years in Management

- Bachelor's Degree in Research Applications, Mathematics, Statistics & Economic or its equivalent
- Master's Degree Research Applications, Statistics, Economic, Business Administration or its equivalent
- Membership to a relevant Professional Body
- Proficiency in Computer Applications
- Demonstrated merit and ability as reflected in work performance and results

**ASSISTANT MARKETING MANAGER (2 positions)**

**REF. KTB/HR 003/2019**

**PRIMARY RESPONSIBILITIES:**

- (i) Assist the Marketing Manager in development and implementation of the region's marketing strategy and provide strategic direction to the region's team.
- (ii) Define and implement the action plans for the market area and achieve the objectives set.
- (iii) Ensure proper implementation of Kenya's marketing strategy in the markets and monitor its implementation in PR, advertising etc
- (iv) Collaborate with Business Development Managers in the preparation of plans and monitor the implementation of actions
- (v) Identify opportunities for cross-market sales
- (vi) Prepare and monitor regional budgets
- (vii) Ensure that costs related to exhibition stand design and construction is within budget.
- (viii) Confirm that region related goods are of the required standards and quantities that have been requisitioned are in liaison with the Inspection and Acceptance Committee.
- (ix) Ensure timely and efficient implementation of regional marketing strategy and Annual Work Plan (AWP) and ensure that regional performance targets are set and achieved.
- (x) Identify process improvements that reduce cost, improve quality and allow for the more efficient usage of organizational resources in the region.
- (xi) Mentor, coach and provide leadership to the officers under him/her.
- (xii) Gather continuous market intelligence on the tourism brands' performance, customer and trade attitudes, and new problems and opportunities.

**Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Six (6) years' experience in a relevant field
- Bachelor's Degree in Marketing or its equivalent qualification from a recognized institution OR Bachelor's Degree in any of the followings; Tourism Management, Business Administration or its equivalent qualification from a recognized institution AND a Diploma in Marketing from a recognized institution
- Master's degree in any of the following; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- Member of a recognized professional body
- Proficiency in Computer Applications
- Demonstrated merit and ability as reflected in work performance and results

**ASSISTANT MANAGER BUSINESS DEVELOPMENT**

**REF. KTB/HR 004/2019**

**PRIMARY RESPONSIBILITIES:**

- (i) Conceptualize product-related projects and initiatives and coordinate with Ministry of Tourism and TMCs and/or counties and other stakeholders

- (ii) Developing effective and interactive product development training tools including presentations, copy and itineraries.
- (iii) Provide product support and advice to the Marketing team and offshore trade teams
- (iv) Specify market requirements for current and future products by conducting market research and audits supported by on-going visits to source and competitor markets
- (v) Analyze products and market portfolio
- (vi) Analyze business development opportunities.
- (vii) Analyze potential partner relationships for the product.
- (viii) Conduct regular competitor and product and pricing analysis
- (ix) Prepare annual business development budgets and plans for the department,
- (x) Identification of opportunities for new products; and ensuring continuous development,
- (xi) Effective co-ordination and monitoring of market specific product development plans
  - (xiii) Ongoing liaison with overseas offices on product development projects and activities
- (xiv) Undertake the strategic development of tourism related market opportunities including infrastructure and marketing initiatives.
- (xv) Prepare, implement and report on the tourism development plan and annual marketing plan to promote and enhance the Kenya's Tourism within the Domestic and International marketplace in consultation with relevant stakeholders.
- (xvi) Manage all brochure layouts and ensure databases and websites are maintained and updated with correct product info
- (xvii) Contribute to the writing of product content for the Travel Trade website, including Product Updates and Product Features.
- (i) Develop business development strategic plans

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Six (6) years' relevant experience
- Bachelor's degree in Business Administration, Marketing or a relevant field;  
-OR- Bachelor's degree in any field with a Diploma in Business Administration, Marketing
- Master's degree in any of the following; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- Member of a recognized professional body
- Proficiency in Computer Applications; and
- Demonstrated merit and ability as reflected in work performance and results

### **MARKETING OFFICER**

**REF. KTB/HR 005/2019**

### **PRIMARY RESPONSIBILITIES:**

- (i) Assist in development of itineraries
- (ii) Assist in coordination of stakeholder's familiarization trips.
- (iii) Assist in maintenance and updating register of region's invoices including information on Market Development Representatives, international and local suppliers.
- (iv) Assist in monitoring stock levels of collateral material in liaison with the Product, Administration and Procurement Departments respectively.
- (v) Assist in identification of ideal corporate giveaways for the planned regional activities.
- (vi) Assist in developing and maintain client database for e marketing and distribution of information for stakeholders.

(vii) Assist in implementation the Social Media components of the KTB Digital Marketing Strategy

(viii) Assist with the positioning of the Magical Kenya Brand and drive Brand consistency on Social Media space

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Bachelor's Degree in any of the followings; Marketing, Tourism Management, Commerce (Marketing Option), Business Administration or its equivalent qualification from a recognized institution
- Proficiency in Computer Applications

## **PERSONAL ASSISTANT – CEO'S OFFICE**

**REF. KTB/HR 006/2019**

### **Primary Responsibilities**

- a) Plan, manage and coordinate the CEO's calendar to ensure all activities are executed.
- b) Prepare reports, presentations, briefing papers, and other documents required by the CEO.
- c) Network within and without KTB through communicating and dissemination information to relevant departments / officers within organization, stakeholders and clients
- d) Attend to inquiries appropriately including consulting with relevant authorities
- e) Make appropriate decisions in daily office matters, handling emergencies effectively and efficiently
- f) Budget for CEO's office for financial year, accounting and surrendering imprest granted accordingly
- g) Creating and maintaining office systems including data management
- h) Ensure integrity and confidentiality of official communication, information, data and security of office assets and classified materials
- i) Act as a secretary in meetings chaired by the CEO.

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Bachelor's degree in communications, business administration, humanities or equivalent.
- 3 years' relevant experience
- Certificate in Computer Proficiency

## **SENIOR OFFICE ADMINISTRATOR**

**REF. KTB/HR 007/2019**

### **Primary responsibilities**

- a) Coordinate appointments, meetings and travel itineraries for the Chief Executive Officer
- b) Manage the Chief Executive Officer's official calendar and diary
- c) Manage external and internal communications to the Chief Executive Officer's office
- d) Manage the standing imprest for the Chief Executive Officer's office
- e) Ensure positive communication between the Chief Executive Officer's office and Directorates;
- f) Establish and monitor procedures for record keeping of correspondence and file movements;
- g) Maintain an up-to-date filing system in the office; and

- h) Ensure integrity and confidentiality of official communication, information, data and security of office assets and classified materials.

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- Served for a minimum period of three (3) years as an Assistant Office Administrator
- Diploma in Secretarial Studies or its equivalent qualification from a recognized institution
- Be a member of a relevant professional body
- Certificate in Computer applications from a recognized institution
- Shown merit and ability as reflected in work performance and results.

## **LEGAL ASSISTANT**

**REF. KTB/HR 008/2019**

### **Primary Responsibilities**

- (i) Assist in organizing and maintaining documents and legal instruments in paper or electronic filing systems.
- (ii) Assist in the distribution of Board and Board committee documents.
- (iii) Assist the Director Legal Services in indexing, archiving and retrieval of Board and Committee minutes and other vital documents appropriately.
- (iv) Maintain an efficient records management systems/ filing system in the Legal Directorate.
- (v) Assist in preparing correspondence and draft legal documents under the supervision of the Legal Services Manager.
- (vi) Assist in preparing preliminary legal documents/instruments to facilitate compliance with legal requirements, standards and procedures
- (vii) Undertake legal research under supervision of the Legal Services Manager to facilitate the provision of accurate and timely information to management
- (viii) Follow up with external lawyers under the supervision of the Legal Services Manager
- (ix) Assist in compiling departmental reports

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) Diploma in Law (Legal Studies)
- (ii) Certificate in Computer Proficiency

## **SUPPLY CHAIN MANAGEMENT ASSISTANT**

**REF. KTB/HR 009/2019**

### **Primary Responsibilities**

- (i) With proper authorization, receive and issue goods from the store
- (ii) Maintain stock levels and ensure adequate lead-time
- (iii) Post stores issues/receipts into the MIS
- (iv) Safeguard the store
- (v) Prepare stock taking checklist
- (vi) Maintain a register of samples
- (vii) Ensure orderly and convenient arrangement of goods in the stores for easy retrieval

### **Key Qualifications and Experience**

The ideal candidate **must** possess the following:

- (i) Diploma in any of the following fields: Supplies Management, Procurement, Supply Chain Management or its equivalent qualifications from a recognized institution;
- (ii) Certificate in Computer Proficiency
- (iii) Meets the provisions of chapter six of the Constitution

### HOW TO APPLY:

Interested and qualified candidates are advised to visit the KTB's website for detailed job descriptions and specifications at [www.ktb.go.ke](http://www.ktb.go.ke). Each application should be accompanied by an application letter quoting the reference number for the position applied for, detailed Curriculum Vitae indicating current position, current remuneration, day time contact, e-mail address, name and contacts of three (3) referees.

All applications should **clearly indicate the job reference** and be submitted in any **ONE** of the following ways;

- i) Online applications should be emailed together with all the documents to: [careers@ktb.go.ke](mailto:careers@ktb.go.ke) indicating the position and reference on the subject line.
- ii) Hard Copies applications maybe posted through Postal Address: P. O. Box 30630 – 00100 **OR Hand Delivered** and signed for at the **Reception-KTB 7<sup>th</sup> Floor Kenya Re Towers, Ragati Road**. All hard copies applications should **clearly indicate job reference on the envelope**.

Shortlisted candidates will be required to submit **valid documents** to satisfy the requirements of Chapter 6 of the Constitution of Kenya 2010 and will be required to submit among other documents:

- (i) Certificate of Good Conduct from the Directorate of Criminal Investigations;
- (ii) Clearance Certificate from the Higher Education Loans Board;
- (iii) Tax Compliance Certificate from the Kenya Revenue Authority;
- (iv) Clearance from the Ethics and Anti-Corruption Commission
- (v) Report from an Approved Credit Reference Bureau

To be considered, applications must be received on or before **2<sup>nd</sup> September 2019 at 5:00 pm**, addressed to:

**The Chief Executive Officer  
Kenya Tourism Board  
P. O. Box 30630 – 00100  
NAIROBI**

**KTB is an equal opportunity employer.**