



CAREER OPPORTUNITIES

Kenya Tourism Board (KTB) is a State Corporation whose mandate is to market Kenya as a tourist destination locally, regionally and internationally. KTB invites applications from qualified candidates for the following positions:

| S.NO | POSITION | GRADE | NO. OF VACANCIES | REFERENCE NUMBER |
|-------------|--|--------------|-------------------------|-------------------------|
| 1. | DIRECTOR, MARKET DEVELOPMENT | 2 | One (1) | KTB/01/2023 |
| 2. | DIRECTOR, MARKETING SUPPORT SERVICES | 2 | One (1) | KTB/02/2023 |
| 3. | MANAGER, LEGAL SERVICES | 3 | One (1) | KTB/03/2023 |
| 4. | MANAGER, HUMAN RESOURCE & ADMINISTRATION | 3 | One (1) | KTB/04/2023 |
| 5. | ASSISTANT MANAGER, RESEARCH | 4 | One (1) | KTB/05/2023 |
| 6. | SENIOR DRIVER | 7 | One (1) | KTB/06/2023 |
| 7. | SENIOR OFFICE ASSISTANT | 8 | One (1) | KTB/07/2023 |

1. DIRECTOR MARKETING DEVELOPMENT, KTB GRADE 2 (Renewable Five Years Contract)

Key responsibilities

- (i) Advise the Board on all Marketing and Business Development related issues in the tourism sector
- (ii) Develop, implement and review Marketing and Business development policies, strategies and systems to ensure that KTB's marketing human capital has optimal competencies and capabilities.
- (iii) Provide strategic direction in the development of the implementation framework for the marketing and business development function.
- (iv) Increase inter departmental / units collaboration and galvanize colleagues towards a common cohesive strategic direction.
- (v) Gather market intelligence and advice the sector
- (vi) Ensure the promotion of a positive image of Kenya globally and facilitate the resolution of conflicts within the industry.
- (vii) Ensure full implementation of the Quality Management System within the Marketing and Business Development departments.
- (viii) Enhance stakeholder engagements, participation and collaborations for increased productivity.
- (ix) Prepare and manage the Marketing and business development budget.
- (x) Ensure timely and efficient implementation of Marketing and business development strategy and Annual Work Plan (AWP) and ensure that departmental performance targets are set and achieved;
- (xi) Inculcate a culture of continuous learning and performance improvements and a focus on achievement of results by enhancing the teams' capacities and capabilities.
- (xii) Provide leadership and direction to the development of KTB's marketing and business development strategies, mission and vision.

- (xiii) Oversee the co-relation of KTBs marketing and business development investments with performance improvements, increased outputs and return on investments.
- (xiv) Spearhead innovative and creative marketing and business development concepts and tools
- (xv) Bear responsibility for prudent use of funds allocated to the directorate and for demonstrating return on investment for all funds expended.

Key Qualifications and Experience

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

- (i) Twelve (12) years' relevant experience with five(5) years in Senior Management level
- (ii) Bachelor's Degree in Marketing, Commerce (Marketing Option) or its equivalent qualification from a recognized institution OR Bachelor's Degree in any field from a recognized institution AND a Postgraduate Diploma in Marketing from a recognized institution
- (iii) Master's degree in any of the following; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- (iv) Member of a recognized professional body
- (v) Leadership course lasting not less than four (4) weeks from a recognized institution
- (vi) Proficiency in Computer Applications; and
- (vii) Demonstrated merit and ability as reflected in work performance and results.

2. DIRECTOR MARKETING SUPPORT SERVICES, KTB GRADE 2 (Renewable Five Years Contract)

Key Responsibilities

- (i) Advise the Board on all Marketing Support Services related issues in the tourism sector
- (ii) Develop, implement and review events and exhibitions, marketing communications, CRM and partnerships and online marketing policies, strategies and systems to ensure that KTB's marketing human capital has optimal competencies and capabilities.
- (iii) Provide strategic direction in the development of the implementation framework for the marketing support services function.
- (iv) Increase inter departmental / units collaboration and galvanize colleagues towards a common cohesive strategic direction.
- (v) Gather market intelligence and advice the sector
- (vi) Ensure the promotion of a positive image of Kenya globally and facilitate the resolution of conflicts within the industry.
- (vii) Ensure full implementation of the Quality Management System within the Marketing Support Services Directorate.
- (viii) Enhance stakeholder engagements, participation and collaborations for increased productivity.
- (ix) Prepare and manage the Marketing Support Services budget.
- (x) Ensure timely and efficient implementation of Marketing strategy and Annual Work Plan (AWP) and ensure that departmental performance targets are set and achieved;
- (xi) Inculcate a culture of continuous learning and performance improvements and a focus on achievement of results by enhancing the teams' capacities and capabilities.
- (xii) Provide leadership and direction to the development of KTB's marketing support services strategies, mission and vision.
- (xiii) Oversee the co-relation of KTBs marketing investments with performance improvements, increased outputs and return on investments.
- (xiv) Spearhead innovative and creative marketing concepts and tools.
- (xv) Bear responsibility for prudent use of funds allocated to the directorate and for demonstrating return on investment for all funds expended.

Key Qualifications and Experience

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

- (i) Twelve (12) years' relevant experience with five (5) years in Senior Management level
- (ii) Bachelor's Degree in Marketing, Commerce (Marketing Option) or its equivalent qualification from a recognized institution OR Bachelor's Degree in any field from a recognized institution AND a Postgraduate Diploma in Marketing from a recognized institution
- (iii) Master's degree in any of the following; Marketing, Tourism Management, Business Administration or its equivalent qualification from a recognized institution
- (viii) Member of a recognized professional body
- (iv) Leadership course lasting not less than four (4) weeks from a recognized institution
- (v) Proficiency in Computer Applications; and
- (vi) Demonstrated merit and ability as reflected in work performance and results.

3. HUMAN RESOURCE AND ADMINISTRATION MANAGER, GRADE KTB 3 (Renewable Five Years Contract)

Responsible for spearheading the development of KTB's Human Capital and enhancing administration of services by developing appropriate policies, strategies and systems in line with the Board's strategic plan and overall mandate.

An officer at this level will be responsible to the Director Finance and Administration for overall management of Human Resource and Administration Function.

Key Responsibilities

- (i) Advise the Board on all matters pertaining to HR and Administration.
- (ii) Review and implement human resource and administration policies, strategies and systems to ensure that KTB has optimal, competencies and capabilities HC.
- (iii) Interpret and ensure implementation of Human Resource and administration policies, strategies, guidelines and regulations;
- (iv) Strengthen seamless interdepartmental linkages by ensuring that HC is effectively used to support the business objectives of KTB to increase productivity and increase results in order to ensure internal and external customer satisfaction.
- (v) Approve work plans and budgets for the Directorate for approval
- (vi) Ensure efficient and effective management of records in KTB
- (vii) Serve as the Secretary to the Management Training Committee,
- (viii) Ensuring that the Training Needs Assessment is undertaken annually
- (ix) Monitor and evaluate staff training and development programs based on the training needs assessment to establish KTB as a learning organization
- (x) Oversee the execution of the approved departmental work plans and budgets
- (xi) Oversee performance management process in the organization
- (xii) Prepare board management papers
- (xiii) Spearhead the recruitment of staff within the organization participate in the development and review of the Institution's strategic plan
- (xiv) Spearhead risk assessment of the department
- (xv) Oversee the effective implementation of the quality management systems in KTB.
- (xvi) Mentor and coach directorate staff.
- (xvii) Bear responsibility for prudent use of funds allocated to the directorate and for demonstrating return on investment for all funds expended.

Key Qualifications and Experience

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

- (i) Nine (9) years relevant experience three (3) years of which should be in senior management position.
- (ii) Bachelor's Degree in Human Resource Management or relevant qualifications from a recognized institution; -OR- Bachelor's Degree in any field with a higher National Diploma in Human Resources Management.
- (iii) Master's Degree in Human Resource Management or relevant qualifications from a recognized institution.
- (iv) Be a member of the Institute of Human Resource Management.
- (v) Have a certificate in a Leadership Course lasting not less than four (4) weeks from a recognized institution.
- (vi) Proficiency in Computer Applications
- (vii) Demonstrated high degree of professional competence and administrative capability as reflected in work performance and results.

4. MANAGER LEGAL SERVICES, KTB GRADE 3 (Renewable Five Years Contract)

Key Responsibilities

- (i) Providing professional guidance to management and staff on all legal matters relating to the mandate, functions and operations of KTB on all areas of law including but not limited to contracts, litigation, arbitration, labor/employment matters and statutory compliance matters.
- (ii) Handling, drafting and reviewing legal documents relating to KTB's activities.
- (iii) Provide timely information, advice and input on various legal issues to assist the KTB Board and management in making decisions that allow KTB to achieve its business objectives in an ethical law-abiding way.
- (iv) Handling, coordinating and monitoring all litigation instituted against and on behalf of KTB and liaising with KTB's external legal counsel to ensure KTB's interest are protected.
- (v) Manage KTB's Intellectual Property portfolio.
- (vi) Providing professional support in the drafting and the development of legislation and regulations where necessary.
- (vii) Contributing to the negotiation, drafting, review and interpretation of contracts.
- (viii) Communicate to the Board and Management the impact of new or proposed legislative and regulatory initiatives on KTB's operations.
- (ix) Ensure that communication from KTB is legally sound.
- (x) Tailor and implement overall corporate compliance programs and standards and conduct training and audits on an ongoing, on an as needed basis.
- (xi) Carrying out any other duties relating to laws of the country or as may be directed by the Director, Legal Services.

Key Qualifications and Experience

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

- (i) Nine (9) years relevant experience three (3) of which should be in management position.
- (ii) Bachelor's degree in law.
- (iii) Master's Degree in a relevant field.
- (iv) Be an Advocate of the High Court of Kenya.

- (v) Have a valid Practicing Certificate from the Law Society of Kenya.
- (vi) Diploma in Law from the Council of Legal Education.
- (ix) Leadership Course lasting not less than four (4) weeks.
- (vii) Certificate in computer application.
- (viii) Demonstrate merit and ability as reflected in work performance and results.

5. ASSISTANT MANAGER RESEARCH, KTB GRADE 4

Key responsibilities

- (i) Assist the Manager in developing and implementing KTB's Research strategy, policies, mission and vision.
- (ii) Supervise the collecting, data entry, filtration, analysis and dissemination of international arrivals.
- (iii) Prepare the Research budget for approval.
- (iv) Monitor and evaluation of marketing performance.
- (v) Ensure timely and efficient implementation of Research strategy and Annual Work Plan (AWP) and ensure that departmental performance targets are set and achieved.
- (vi) Implementing policies to ensure that Research is effectively used to support the business objectives of KTB to increase productivity and increase results in order to ensure internal and external customer satisfaction and ensure seamless interdepartmental linkages.
- (vii) Identify process improvements in Research that reduce cost, improve quality and allow for the more efficient usage of organizational resources.
- (viii) Implement Quality Management System within the Research unit.

Key Qualifications and Experience

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

- (i) Six (6) years' relevant experience.
- (ii) Bachelor's Degree in Research Applications, Mathematics, Statistics & Economic or its equivalent.
- (iii) Master's Degree Research Applications, Statistics, Economic, Business Administration or its equivalent.
- (iv) Certificate in project management, monitoring and evaluation or any relevant field
- (v) Management course lasting not less than four (4) weeks from a recognized institution
- (vi) Proficiency in Computer Applications.
- (vii) Membership of a relevant Professional Body.
- (viii) Demonstrated merit and ability as reflected in work performance and results.

6. SENIOR DRIVER, GRADE KTB 7

Key responsibilities

- (i) Drive vehicles as authorized.
- (ii) Offer driving and tour guiding services during familiarization trips.
- (iii) Carry out routine checks on the vehicles' cooling oil, electrical and brake systems, tyre pressure among others.
- (iv) Detect malfunctioning of vehicles system.
- (v) Maintain work tickets for vehicles assigned.
- (vi) Ensure security and safety of the vehicle on and off the road, assigned passengers and goods on transit and custody of the assigned vehicle keys.

- (vii) Oversee safety of the passengers and/or goods therein; and
- (viii) Maintain cleanliness of the vehicle.
- (ix) Ensure adherence to or observations of traffic laws and report any accidents to police and the office immediately they occur.

Key Qualifications and Experience

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

- (i) Valid driving license free from any current endorsements and valid for any of the classes of vehicles which the officer is required to drive.
- (ii) Defensive driving certificate from Automobile Association (AA) of Kenya or its equivalent qualification from a recognized Institution.
- (iii) Passed the Suitability Test for Drivers Grade I.
- (iv) First-Aid Certificate Course lasting not less than one (1) week from St. John Ambulance or Kenya Institute of Highway and Building Technology (KIHBT) or any other recognized institution.
- (v) Diploma in Tour Guiding where applicable or Customer Care course.
- (vi) Served as a Driver for a minimum of 3 years.
- (vii) Valid Certificate of Good Conduct; and
- (viii) Demonstrated integrity and professional competence as reflected in work performance and results.

7. SENIOR OFFICE ASSISTANT, GRADE KTB 8

Key responsibilities

- (i) Coordinate cleaning and tidying up surfaces and assigned offices.
- (ii) Coordinate moving and arranging office furniture, equipment, machinery and stationery.
- (iii) Prepare tea for authorized officers and guests and cleaning of utensils.
- (iv) Collect and dispatch mail and parcels.
- (v) Updating and maintain mail movement registers.
- (vi) Operate basic office equipment which includes photocopying, binding and lamination.
- (vii) Supervise the general cleaning and fumigation of the Board's offices.

Key Qualifications and Experience

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

- (i) Kenya Certificate of Secondary Education mean grade D+ (plus) or its equivalent from a recognized Institution.
- (ii) Certificate in any of the following; Front Office, Customer care, House Keeping or its equivalent from a recognized institution.
- (iii) Three (3) years' experience as an Office Assistant.
- (iv) Computer proficiency; and
- (v) Shown merit and ability as reflected in work performance and results.
- (vi) Ability to take instructions
- (vii) Good customer care relations

HOW TO APPLY:

- (i) Applicants can access detailed advertisement and application details on KTB's corporate website www.ktb.go.ke/vacancies.
- (ii) Applications should reach us not later than 5pm (East African Time) on **31st October 2023**.
- (iii) **No hard copy applications will be accepted.**
- (iv) Applicants **MUST** quote the Reference Number for the position applied for on the cover letter. Only short-listed candidates shall be contacted.

The successful candidates will be required to satisfy the requirements of Chapter Six of the Constitution of Kenya on leadership and integrity by submitting clearance certificates from the relevant institutions as stated below:

- Valid Certificate of Good Conduct from the Directorate of Criminal Investigations (DCI).
- Clearance Certificate from the Higher Education Loans Board (HELB).
- Tax Compliance Certificate from Kenya Revenue Authority (KRA).
- Clearance from Ethics and Anti-Corruption Commission (EACC).
- A Clearance Certificate from an approved Credit Reference Bureau (CRB).

KTB is an equal opportunity employer committed to diversity and gender equality. Persons with disabilities are encouraged to apply. Canvassing will lead to automatic disqualification. KTB does not charge a fee at any stage of the recruitment process.