

**CHIEF EXECUTIVE OFFICER  
SAMOA TOURISM AUTHORITY  
Job Description**

**PRIMARY OBJECTIVE:**

The Chief Executive Officer is accountable for the control and management of the staff and the overall operations of the five Divisions within the Samoa Tourism Authority (“STA”) in accordance with the Statement of Corporate Objectives and its governing legislation, and reports to the Board of Directors under which the management of Authority is vested.

**RESPONSIBLE TO:**

1. The Minister of Tourism and the Chair of Samoa Tourism Authority (“STA”) Board of Directors for the efficient, effective and economical administration of the STA in accordance with its related legislation.
2. The Board of Directors and the STA for the efficient and competence leadership and management of all employees of the Authority in accordance with requirements as determined by the STA Board and related legislation and Government policies.
3. The Ministry of Finance as well as the Ministry for Public Enterprises for compliance with the Public Bodies Act 2001, Public Finance Management Act 2001 and other relevant legislation and Government Policies.

**DUTIES:**

**The Chief Executive Officer will perform the following duties:**

1. Provide high quality policy advice to the STA Board of Directors and Minister of Tourism on all areas of the Authority’s mandate;
2. Deliver on the targets and/or objectives set for the Authority and in the CEO’s Performance Agreement;
3. Ensure that the Authority has the strategies, capabilities and supporting culture to enable the delivery of its mandate and corporate objectives;
4. Develop, implement, monitor and report on the Performance Management System of the Authority;
5. Lead and manage the staff of the Authority to ensure achievement of its mandate and objectives through role-modelling of the Samoa Public Service Values and Principles of Employment;
6. Work across the public sector to improve service delivery and achieve national outcomes;
7. Submit to the STA Board of Directors and the Minister of Tourism the Annual Report on the operations of the Authority no later than three (3) months after the end of each financial year prior to disseminating to Office of Legislative;
8. Perform all duties set out in the governing legislation and administered by the Authority and all other relevant and applicable legislation including the Public Finance Management Act 2001, Public Service Act 2004 and Cabinet directives;
9. To assist the sector partners to put in place appropriate delivery methods to implement, monitor and evaluate systems of operations;
10. To design and implement an appropriate monitoring and evaluation mechanism for monitoring the effectiveness of the marketing and promotional activities, verifying the statistics, records and projections relating to tourism, and making recommendation to enhance the effectiveness of such programs and activities;
11. To follow up and provide advice to sector agencies in relation to the implementation of sector priorities.
12. The provision of timely and accurate reports on the outcome of marketing activities to measure against established KPIs and to assist in the formulation of forward planning.
13. The provision of timely and accurate reports of Research and Statistics to assist with the formulation of forward planning.
14. Leadership of the Tourism Sector to deliver a fair, credible, accessible and efficient system;
15. Providing high quality, pro-active advise on Tourism sector policy and operations;
16. The timely provision of reports and quality recommendations to the Board on policy, procedures and programmes that are essential in the realization of the STA mandate;
17. Identifying to the Board and Government any matters that may impact the Authority and Sector;
18. Ensure Innovative Programmes or operational activities that best captures Tourism Opportunities;
19. Forecasting, formulation and submission of the authority’s Annual Budget to Government to garner the best available resources for the implementation of the Samoa Tourism Sector Plan 2021-2026;
20. Effective Management of the Authority Operation in accordance with the best usage of available resources;

21. Preparation of the Monthly, Quarterly and Annual Report on the operations of the Authority in compliance with Public Bodies Performance and Accountability Act 2001 amended 2015 and other relevant legislation;
22. Ensuring Authority complies with applicable legislations and policies, procedures and directives of Government; and
23. Represent the Government of Samoa in relevant international or regional organizations, institutions and forums specific to Tourism.

#### **KEY DELIVERABLES**

1. Successful implementation and monitoring of the Samoa Tourism Sector Plan 2021-2026 in Year 1.
2. Ensure successful implementation of policies, decisions, directions and priorities in accordance with the Samoa Tourism Sector Plan 2021-2026 that are conducive to the enabling of positive and sustainable tourism in Samoa by Year 3.
3. Ensure successful implementation of the STA Corporate Plan 2020-2024 to ensure all the actions achieve the outcomes outlined in the Samoa Tourism Sector Plan and Strategy for the Development of Samoa.
4. Develop, finalize and implement Accommodation Standards and ensure a 100% Sector compliance by Year 1.
5. Review and update existing policies and /or guidelines on the effectiveness of marketing and promotional activities relating to tourism by Year 2.
6. Successful implementation of marketing strategies and promotional activities relevant to tourism in Samoa annually.

### **Selection Criteria**

<b>POSITION SPECIFIC COMPETENCIES</b>	
<b>SKILLS &amp; ABILITIES</b>	<b>DESCRIPTORS</b>
<b>Strategic Leadership</b>	<ul style="list-style-type: none"> <li>• Articulates a clear vision for the organisation and inspire a sense of shared purpose that drives the Authority's vision and long-term direction to achieve government and agency objectives to ensure improved services to the community.</li> <li>• Considers emerging trends and multiple perspectives when assessing impact of key issues and identifies long-term opportunities and viable solutions.</li> <li>• Provides advice to government that reflects analysis of a broad range of issues and the whole-of-government agenda.</li> <li>• Able to initiate and analyse policies and provide strategic advice at the Ministerial and Board level.</li> <li>• Develop clear goals that are consistent with approved strategies, identify priority activities and allocate resources appropriately.</li> <li>• Ability to identify strategic issues, opportunities and risks and able to communicate effectively broad and compelling organisational direction.</li> <li>• Sound knowledge of all current relevant legislations governing the Authority's operations and all legislation related to public bodies.</li> <li>• Ability to acquire and administer resources (human, financial, material, information) in a manner that instil public trust and accomplish the Authority's goals.</li> <li>• Is resourceful, optimistic, energetic, open-minded, flexible and capable of solving problems and making sound decisions.</li> </ul>
<b>Building Relationships</b>	<ul style="list-style-type: none"> <li>• Nurtures internal and external relationship.</li> <li>• Develops guides and monitors employees.</li> <li>• Values individual's differences, strengths and potential and harness these to achieve the Authority's goals.</li> <li>• Nurture, network and communicate with all stakeholders, both local and international.</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrated ability to communicate the ‘big picture’ clearly to a wide range of internal and external audiences with precision, confidence and in an articulate manner.</li> <li>• Well-developed personal-management skills and the ability to motivate and bring out the best in direct outputs, as well as the staff as a whole.</li> </ul>
<b>Delivers/Achieves Results &amp; Outcomes</b>	<ul style="list-style-type: none"> <li>• Drives a culture of achievement and commitment to achieving outcomes beyond expectations.</li> <li>• Drives activities that support organizational sustainability, operational efficiency and flexible resource management.</li> <li>• Drives and steers the change agenda and demonstrates understanding of the complex range of factors which effect change.</li> <li>• Drive an efficient and effective system of planning, reporting progress, monitoring and evaluating of results.</li> <li>• Stimulate / create a culture of accountability and transparency.</li> <li>• Use workforce planning to develop and maintain the capability to deliver services effectively.</li> </ul>
<b>PERSONAL ATTRIBUTES</b>	<b>DESCRIPTORS</b>
<b>Integrity/Ethics</b>	<ul style="list-style-type: none"> <li>• Possess appropriate values and belief in what is best for the common good.</li> <li>• Is widely trusted and is seen as a direct and courageous individual.</li> <li>• Personifies values of honesty, integrity, impartiality, transparency and accountability.</li> <li>• Demonstrate self-awareness and commitment to personal development.</li> <li>• Serves the Government of the day irrespective of personal preferences.</li> </ul>
<b>Commitment &amp; Personal Drive</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and initiates timely action to resolve issues.</li> <li>• Is prepared to make tough corporate decisions to achieve desired outcomes.</li> <li>• Accepts accountability for mistakes made in the organization and ensures corrective action is taken.</li> </ul>
<b>Judgement /Intelligence/ Commonsense</b>	<ul style="list-style-type: none"> <li>• Is analytical, proactive, innovative and able to conceptualize strategic issues faced by the Authority and apply appropriate and cost-effective solutions.</li> <li>• Has the functional and technical knowledge to carry out the Chief Executive Officer's duties to a high level of accomplishment.</li> <li>• Makes sound decisions based on common sense, experience and good judgment without prejudice.</li> <li>• Anticipates implications and applies effective judgment to develop solutions.</li> </ul>
<b>Creativity &amp; Innovation</b>	<ul style="list-style-type: none"> <li>• Consistently generates and employs original ideas, tackling both simple and complex problems.</li> <li>• Brings out the best in others, leads them to discover new ideas, solutions and new ways of doing the job and unafraid to use unorthodox methods.</li> <li>• Drives and steers the change agenda and demonstrates understanding of the complex range of factors which effect change.</li> <li>• Ensuring a safe and happy work environment for all employees where they can freely express their creativity and individuality and still value being part of the Authority.</li> </ul>
<b>EXPERIENCE &amp; PAST WORK PERFORMANCE</b>	<b>DESCRIPTORS</b>
	Proven experience in management or leadership with a minimum of eight (8) years in public or private service.
<b>ACADEMIC QUALIFICATION</b>	<b>DESCRIPTORS</b>
	Minimum qualification of a Bachelor’s degree from a recognised tertiary institution in Tourism, Marketing, Business, Public Administration, Management and other fields relevant to the position.