



**Chief Executive Officer
Samoa Tourism Authority**

POSITION COMPETENCIES

A. SKILLS AND ABILITIES

1. Strategic Leadership

- Articulates a clear vision of the Samoa Tourism Authority (“Authority”) and inspires a sense of shared purpose and direction.
- Drives the Authority’s vision and long-term direction to achieve government and agency objectives and ensure improved services to the community.
- Considers emerging trends and multiple perspectives when assessing impact of key issues and identifies long-term opportunities and viable solutions.
- Demonstrate understanding of management principles particularly in the tourism environment.
- Provides advice to government that reflects analysis of a broad range of issues and the whole-of-government agenda.
- Demonstrates a sophisticated understanding of political, social and economic factors affecting the Authority.
- Must have sound knowledge of all current and relevant legislations governing the Authority’s operations and related to Authority.



2. Building Relationships

- Builds and sustains relationships within the Public Body, with the Minister, across the Public Service, across agencies and with a diverse range of external stakeholders.
- Drives a culture of collaboration, participation and values diverse viewpoints to enhance operations.
- Recognizes importance of consultation, stakeholder engagement and fostering teamwork.
- Encourages and maintains a performance culture ensuring regular feedback and recognition of achievement.
- Empowers, mentors and engages in activities to sustain morale.
- Being able to communicate the big picture clearly to a wide range of internal and external audience with precision, confidence and in an articulate manner.

3. Delivers and Achieves Results/Outcomes



- Drives a culture of achievement and commitment to achieving outcomes beyond expectations.
- Drives activities that support organizational sustainability, operational efficiency and flexible resource management.
- Drives and steers the change agenda and demonstrates understanding of the complex range of factors which effect change.
- Drives an efficient and effective system of reporting progress and evaluation results.
- Engenders a culture of accountability and transparency.
- Optimizes professional expertise to improve overall performance and delivery of organizational outcomes.

B. PERSONAL ATTRIBUTES



1. Integrity/Ethics

- Provides impartial and forthright advice.
- Models high standard of ethics and probity.
- Is widely trusted and seen as a direct, truthful and courageous individual.
- Serves the Government of the day irrespective of personal preferences.
- Exemplifies integrity and personifies Values of honesty, impartiality, service, respect, transparency, accountability, efficiency and effectiveness.

2. Commitment & Personal Drive

- Takes responsibility and initiates timely action to resolve issues.
- Is prepared to make tough corporate decisions to achieve desired outcomes.
- Accepts accountability for mistakes made in the organization and ensures corrective action is taken.

3. Intellect and Judgment

- Is intellectually sharp and exhibits a sophisticated understanding of the environment affecting whole-of-government agenda and impacts on the Authority.



- Shows levels of high analytical, conceptual and innovative thinking.
- Proficiently handles concepts and complexity, blends analysis and insight to effectively inform and enhance organizational performance.
- Anticipates implications and applies effective judgment to develop solutions.

3. Creativity and Innovation

- Consistently generates and employs original ideas, tackling both simple and complex problems.
- Pursues new methods and solutions, thinks outside the box, connects disparate ideas and is unafraid to use unorthodox methods.
- Brings out the best in others in brainstorming sessions or one-on-one, leading them to discover new connections, new solutions and new ways of doing the job.



C. EXPERIENCE & PAST PERFORMANCE

- Must have at least have proven eight (8) years of relevant managerial experience preferably in the fields of tourism management, strategic management of finance and human resource in public or private sector.

D. ACADEMIC QUALIFICATION

- Minimum qualification of a Bachelor's degree from a recognized tertiary institution in Tourism, Marketing, Business, Public Administration, Management and other fields relevant to the position.