

ENJOY

ENJOY, an equal opportunity employer, has the following vacancy for a dynamic and energetic person with Namibian citizenship.

EXECUTIVE DIRECTOR - ENJOY

Job purpose

The Executive Director of Enjoy is tasked with leading and managing tourism initiatives, online and social media bookings and engagements, and tourism events in Africa 10° South of the Equator. This role requires a strong technical background, strategic vision, and leadership skills to drive innovation and optimise media marketing in the tourism sector.

Minimum Qualifications, Education & Experience

- Bachelor's degree in Business Management.
- Extensive experience in tourism roles, with a focus on digital marketing.
- Strong understanding of the tourism industry, networking principles, and tourism best practices.
- Digital marketing track record of driving innovation and implementing cost-effective digital solutions.
- Excellent communication, collaboration, and leadership skills.
- Ability to thrive in a fast-paced, dynamic environment and effectively manage multiple priorities.
- Strategic thinker with the ability to translate vision into actionable plans.
- Experience in budget management and resource allocation.
- Prior experience in a cross-functional or matrix organisation is desirable.

Skills & Competencies

- Relevant certifications in business and digital marketing.
- Familiarity with online digital platforms.
- Experience in budget management and vendor negotiations.
- Commitment to staying updated on industry trends and emerging technologies.
- Ability to travel occasionally, as required.
- Flexibility to adapt to evolving priorities and deadlines.
- Strong commitment to professional development and continuous learning.

Key Performance Areas

- Strategic Leadership
- Operational Management
- Technology Management
- Cross-functional Collaboration
- Performance Evaluation and Reporting

Duties & Responsibilities

- **Strategic Leadership:**
- Develop and execute strategic plans to foster innovation and automation within Enjoy and associated companies.
- Champion the adoption of digital marketing platforms.
- Drive the implementation of systems automation, including Artificial Intelligence.

1. Operational Management:

- Oversee day-to-day operations of Enjoy, ensuring alignment with organisational goals and industry best practices.
- Manage budgets and resource allocation of Enjoy.
- Ensure compliance with policies and regulations in the tourism industry.

2. **Technology Management:**

- Lead the evaluation and implementation of digital solutions, prioritising cost-effectiveness and functionality.
- Stay updated on emerging technologies and trends, particularly in digital marketing and automation domains, and assess their potential for driving innovation.
- Collaborate with Enjoy teams to optimise the utilisation and functionality of the network of Enjoy and associated companies.

3. **Cross-functional Collaboration:**

- Collaborate with other associated companies and senior leadership to integrate Enjoy initiatives into broader organisational strategies.
- Liaise with external partners, and industry experts to leverage resources and drive collaborative innovation efforts in the tourism industry.
- Foster a culture of creativity, professionalism, and continuous learning within the tourism and innovation arena.

4. **Performance Evaluation and Reporting:**

- Establish KPIs to measure the effectiveness and impact of innovation and automation initiatives in the role out of Enjoy.
- Monitor and evaluate the performance of systems and processes, providing regular reports and recommendations for improvement for the tourism industry.
- Communicate key insights and findings to senior management, facilitating informed decision-making and resource allocation.

Interested candidates who qualify for the above position can forward their CV with certified copies of qualifications and relevant documentation to:

The Human Resources Department

E-mail: vacancies@nmh.com.na Please write “EXECUTIVE DIRECTOR - ENJOY” in the subject line.

Please note: Only short-listed applicants will be contacted. No documents will be returned.

Closing date: 17 May 2024

Interviews: 29 May 2024