

**APPENDIX I**  
**JOB DESCRIPTION – TOURISM AND BUSINESS DEVELOPMENT MANAGER**  
**PENDJARI NATIONAL PARK COMPLEX**

<b>Position title</b>	Tourism and Business Development Manager, Pendjari NP Complex	<b>Supervises</b>	Reservations Officer Information Officer Field Guides Temporary staff or volunteers related to tourism activities
<b>Location</b>	Pendjari NP Complex, Benin		
<b>Reports to</b>	Park Manager Pendjari NP		
<b>Starting date</b>	October 1st, 2017		
<b>Job overview</b>			
<p>The Tourism Development Manager will be a key member of the Pendjari National Park Complex management team, and will be responsible for:</p> <ul style="list-style-type: none"> <li>• Development and implementation of Tourism Development Plan (to be approved by Park Manager), and product development of existing offerings.</li> <li>• Direct liaison with existing and new concessionaires and contracted tourism partners in Pendjari complex, to ensure that there is a clear path of communication and that the partners are supported in fulfilling their roles and that the terms of these agreements are adhered to.</li> <li>• Development and innovation of new tourism products and activities as appropriate and approved within the guidelines of the tourism development plan and business plan.</li> <li>• Devise and implement in collaboration with African Parks Network, a marketing plan for the park to maintain visibility as a destination in Benin.</li> <li>• Management and coordination of all guided activities under offering in Pendjari, complex which includes a focus on the quality of these offerings, guest satisfaction and safety through implementation of best practice field guiding operations.</li> <li>• Overseeing and implementing ongoing training, development and accreditation of field guides.</li> <li>• Oversight of all vehicles and equipment used in the tourism operations, ensuring this equipment outlasts its useful lifespan and is serviceable at all times.</li> <li>• Manage key relationships with tour operators, travel trade partners and other key role players in tourism.</li> <li>• Monitor and manage efficiencies within the tourism operations to maximise net revenues from all activities.</li> <li>• Managing and maintaining appropriate customer feedback mechanisms and market surveys.</li> <li>• Management and oversight of tourist revenue collection, and associated administrative requirements such as indemnity forms, entry and exit permits etc.</li> <li>• Maintaining and developing key visitor information for the park e.g. newsletter, facebook page, trip advisor, web pages, road signage, and media publications.</li> <li>• Development, oversight and technical support of the (potentially community) campsites in collaboration with the Community Liaison Manager.</li> <li>• Oversight and management of all general tourism infrastructure including but not limited to entrance gate, game viewing hides, signage, picnic spots, tourist roads and the day visitor facility.</li> <li>• Development and management of all visitor signage, information and interpretive displays within the park.</li> <li>• Tourism reporting on a monthly and annual basis of visitor statistics, and financial reports.</li> <li>• Managing the logistics of, and hosting of visiting groups, delegations and media.</li> <li>• Management and coordination of volunteers and students attached to Pendjari complex working on tourism and related activities.</li> <li>• Develop and promote environmentally sustainable practices and operations with all tourism activities.</li> <li>• Ensuring that health and safety policy and procedures are in place at all times.</li> <li>• Recruit, train, supervise and ensure quality control over all staff involved in tourism operations.</li> </ul>			
<b>What success looks like in 5 years</b>		<b>Key measures and targets</b>	
<ul style="list-style-type: none"> <li>• Demonstrated growth in paying visitor numbers and income from tourism</li> <li>• Demonstrated diversification of Pendjari Complex tourism products</li> </ul>		<ul style="list-style-type: none"> <li>• Key planned activities in the Tourism development plan are implemented.</li> <li>• Guided activities are diversified to care for a spectrum of clients needs and provide suitable</li> </ul>	

<ul style="list-style-type: none"> <li>• Developed growth in the local and international markets</li> <li>• Strong relationships with concessionaires, partners and tour operators and agents</li> <li>• Pendjari tourism product is a leader in West African game viewing experiences.</li> <li>• Visitor satisfaction</li> <li>• Visitor and staff safety in the park</li> </ul>	<p>options for visitor satisfaction when visiting Pendjari.</p> <ul style="list-style-type: none"> <li>• Guides capacity and qualifications is developed to facilitate a quality experience for guests.</li> <li>• Profitability of guided activities and curio shop revenues are maximized, with benefit flows to community initiatives.</li> <li>• Relationship with concessionaires and partners is maintained and promoted and terms of agreements are being adhered to and adjusted to maximise the benefit of the Pendjari Complex.</li> <li>• Visitor facilities are maintained in excellent order.</li> <li>• Visitor information developed compliment the visitor experience</li> <li>• Guest feedback mechanism in place with consistent good reviews on services and products</li> <li>• Marketing plan developed and implemented with feedback mechanism to evaluate impact of marketing outlets and measurable increase in visitor patronage above industry averages.</li> <li>• Well performing, skilled and motivated tourism staff</li> <li>• Strong oversight over revenue collection supervision and tourism records are maintained.</li> <li>• All equipment is maintained and outlasts its useful lifespan</li> <li>• Health and safety procedures are in place.</li> <li>• Relationships with key tourism stakeholders maintained and built on</li> </ul>
<p><b>Key relationships</b></p> <ul style="list-style-type: none"> <li>• Park Manager</li> <li>• Tour Operators, travel agents and travel trade partners</li> <li>• Concessionaires and tourism partners</li> <li>• National and International Tourism organizations</li> <li>• External suppliers and service providers</li> <li>• Other members of the management team</li> </ul>	<p><b>Capabilities, competencies and experience needed for the job</b></p> <ul style="list-style-type: none"> <li>• Any relevant formal tertiary qualification with relevance to tourism management in a protected area.</li> <li>• Understanding of nature guide functioning.</li> <li>• Strong marketing, organizational and administration ability with previous experience in marketing and promotion of a tourism product an advantage</li> <li>• Ability to produce professional written materials both in English and French for promotional and information purposes.</li> <li>• Strong technical ability with operation and maintenance of vehicles and infrastructure in the context of a game reserve.</li> <li>• Good communication, organizational and people skills</li> <li>• Good leadership and people management skills.</li> <li>• Strong personal integrity and dependability.</li> <li>• Ability to adapt and innovate and work flexibly.</li> <li>• Good team player and experience in management teams.</li> <li>• Demonstrable experience of living in remote locations, ideally in Africa.</li> <li>• Good report writing and communication skills.</li> <li>• Fluent French (written and spoken).</li> <li>• Computer literacy and good working knowledge of Microsoft Office software package.</li> </ul>

