



AFRICAN PARKS NETWORK

W National Park, Benin

rh.parcw@africanparks.org

www.africanparks.org



JOB SOLICITATION

Position Title :	Tourism & Commercial Development Manager
Location :	Operations Base, W National Park, Benin
Reporting to :	W National Park Manager
Direct Reports :	N/A
Start date :	1 st January 2021
Type of contract :	Full Time job with a fixed term contract
Closing date :	25 th October 2020

ABOUT AFRICAN PARKS

African Parks is a non-profit organization that takes on the complete responsibility for the rehabilitation and long-term management of national parks in partnership with governments and local communities. We currently manage 18 national parks and protected areas in 11 countries covering over 14.1 million hectares in: Angola, Benin, Central African Republic, Chad, the Democratic Republic of Congo, Malawi, Mozambique, the Republic of Congo, Rwanda, Zambia and Zimbabwe.

Since 2017, Benin Government has entered into a long-term agreement with African Parks to revitalize, rehabilitate and develop both Pendjari and W National Parks. Together, these two Parks form a significant portion of the W-Arly-Pendjari (WAP) Complex, a globally significant transboundary landscape representing the largest intact wild ecosystem in West Africa.

African Parks is seeking a full-time Tourism & Commercial Development Manager for W National Park (WNP) in Benin. This position represents an exciting opportunity to work with a unique conservation organization, dedicated to protecting Africa's wildlife and remaining wild places. This individual will have to devise and implement a detailed 5-years touristic development plan and the best-suited, sustainable and efficient revenue streams that are critical to ensure the park's long-term viability. He/She will have to support the work we are carrying out to help secure the future of wildlife and the people living around the protected areas. This is a special opportunity to work with an organization that is carrying out some of the most impactful conservation work across Africa.

SPECIFIC DUTIES AND RESPONSIBILITIES

The Tourism and Business Development Manager will join W National Park (WNP) as a key member of the Park Management Unit (PMU). He/she will have to devise and implement the best-suited, sustainable and efficient revenue streams that are critical to ensure the park's long-term viability. In particular, he/she will be responsible for the development and implementation of a Revenue Generation Plan with the objective to generate 20% of the park's budget in gross revenues by 2026. He/she will present and defend the proposed projects before WNP Management and the Board for validation before implementation. Duties and responsibilities are as follows:

1. Tourism development

- Draft a detailed 5-years touristic development plan for the WNP;
- Develop and align signalling inside and around the Park as APN Benin Design standards;
- Negotiate and supervise all relevant third Party Tourism agreements;
- Manage, develop and maximize partnerships with WNP potential tourism operators;
- Design, set up and run first WNP tourism products, with a view to target national and niche international market and develop innovative offers (taking inspiration from, and capitalize on successful, outstanding offers developed in other APN Parks such as Zakouma, Chad or Akagera, Rwanda);
- Devise and implement a Marketing and Communication Plan in collaboration with APN Head Office to boost Benin's visibility as a top nature & wildlife destination in West Africa, increase WNP's in-country visibility and support the launch of first WNP-run tourism products;

- Recruit, train and manage staff, with a focus on local workforce and field-guide development;
- Build and manage key relationships with tour operators, travel trade partners and other key role players in tourism, while ensuring synergies and economies of scale with other APN parks;
- Manage and coordinate all guided WNP activities, with a focus on quality, safety and guest satisfaction;
- Manage and ensure tourist revenue collection as well as associated administrative requirements such as indemnity forms, entry and exit permits etc.;
- Monitor and manage efficiencies within all tourism operations to maximize net revenues;
- Manage and maintain appropriate customer feedback mechanisms and market surveys;
- Maintain and develop key visitor information for the park e.g. newsletter, Facebook page, trip advisor, web pages, road signage, and media publications;
- Report performance (visitor statistics, revenues, P&L, etc) on a monthly and annual basis
- Identify partners for growth and diversification of the tourism offer (implementation & operations, distribution);
- Ensure constant liaison with Operations team;
- Develop and promote environmentally sustainable practices and operations with all tourism activities;

2. Business Development

- Develop and implement a 5-year income generation plan to generate and diversify the park's revenue sources (in partnership with Research & Monitoring and Community Development departments) to develop the best suited Income Generating Activities to develop throughout the park, focusing on: honey production, fishery farming, shea processing and small-scale logging & other vegetation exploitation in the eco development zone of the park as well as its periphery;
- Empower local communities to implement sustainable Income Generating Activities (IGAs) around the WNP
- Implement beekeeping project into the villages around the park;
- Develop and promote the regeneration of depleted agriculture land;
- Investigate and, if relevant, implement honey and shea sales in coordination with APN Head Office Business Development;
- Identify funding partners as well as private or institutional investors;
- Identify and exploit synergies with regional partners with the objective to develop sustainable value chains
- Ensure and maximize market access and distribution;
- Manage and maximize operational and economic performance of WNP-run IGA's;
- Ensure quality monthly and annual reporting to Financial Controller, Park Manager, Special Project Manager and APN Head Office Business Development;
- Ensure compliance with Land Use Plan and Local Development Plans;
- Ensure compliance with APN EEE+ Strategy and SOPs;
- Support the implementation of business activities of the community development department.

QUALIFICATIONS

We are looking for someone passionate about conservation who has business acumen and wants to be part of a growing, dynamic team who is responsible for Tourism & Commercial development of African Parks. Ideally, the candidate has the following or comparable qualifications:

- 5 years + experience of business development in Africa with proven outstanding results;
- Deep understanding of African markets and tourism markets;
- Strong marketing, managing and administration capacities with successful previous experience(s);
- Demonstrable experience in project management;
- Strong analytical and organizational skills;
- Very good communication skills and ability to defend project;
- Proven ability to innovate;
- Result driven with a strong capacity to work autonomously;

- Team player with capacity to work with multicultural and multi background teams;
- High adaptability and capacity to work in remote areas;
- Strong personal integrity and dependability;
- Computer literate (Excel, PowerPoint);
- Good report writing;
- Ability to produce professional written materials both in English and French for promotional and information purposes;
- Any relevant formal tertiary qualification with relevance to tourism or business management is a plus;
- Goal-oriented, self-motivated, creative, highly flexible and adaptable to change;
- Strong willingness to live in a rural setting and experience living in remote locations;
- Adhesion to African Parks values.

COMPENSATION

- Commensurate with experience

HOW TO APPLY

Please submit in a **single PDF format** your CV, cover letter and proof of related work experience explaining why you are a suitable candidate, along with three references to rh.parcw@africanparks.org with subject heading: “**Tourism & Commercial Development Manager position_LAST NAME**”.

Should you not hear back from us within 02 weeks after closing date, please take it that your application was unsuccessful.