



CALL FOR APPLICATION FOR THE POSITION OF VISITOR CENTER MANAGER

Background:

Janjangbureh Tour Guides Association is made up of youth with a vision to conserve, protect and promote sustainable, inclusive and community-based tourism. The objective of the association is to contribute to the achievement of the Sustainable Development Goals through empowerment, shared learning whilst creating a conducive and inclusive environment for young people. Being conscious of the role that youths play in the service of humanity and development of societies and the nation at large, the association aims to work with youth and women and communities in achieving the said goals under a mandate of youth leadership.

The Janjangbureh Visitor and Information Centre (VIC) is set up through the support of the EU funded Youth Empowerment Project to offer community tourism services by providing information on things to see and do, where to stay, shop, and eat to visitors to the island and surrounding communities. In addition, the Centre will also offer a range of services including booking and reservations for community tours and activities, accommodation, gift shop, restaurant, library with a co-learning space for youth.

The Centre put great emphasis on providing quality information and efficient customer service with the understanding that the reception visitors receive at the Centre will contribute to their overall experience, and will shape their perceptions of the island town and region. Raising awareness of tourism products and services in Janjangbureh and the region as well as collecting data on visitor feedback, and engagements is to ensure these objectives are being successfully realized.

The Janjangbureh Visitor and Information Centre supports the mission of the International Trade Centre, the Ministry of Tourism and Culture and the Gambia Tourism Board to commit to the ideals of responsible and sustainable tourism practice, to increase the contribution of tourism to the economy, to raise the wellbeing of the citizenry and being cognizant of the need to continuously enhance visitors' expectations.

Description of Duties/Responsibilities

The Visitor Centre Manager will work in close collaboration with the JJB Youth Center Manager and with the executive committee of the Tour Guides Association, Gambia Tourism Board (GTB) Destination Manager and tourism stakeholders including communities offering local tours.

The role of the Visitor Center Manager in managing and implementing local tourism activities, programs and strategies to support destination development and marketing consists of:

- Ensure the effective running and operations of the visitor Centre on day-to-day basis.
- Support the effective implementation of the Centre's business strategy ensuring it is profitable, sustainable, and efficient in its operation and service delivery.
- Support the development, monitoring and management of budgets, business strategies, activity concepts, event templates, collection of fees, data collection and analysis.
- Plan, organize, and manage the implementation of the events and activities
- Ensure tours and activities booked by visitors are communicated in a timely manner to the respective communities
- Support the coordination and delivery of tours within Janjangbureh and surrounding communities.
- Coordinate and lead on the recruitment, training, and supervision of full-time, part-time and seasonal employees and volunteers.
- Provide information on programs, activities, and tourism products within and outside of Janjangbureh.
- Lead on the development of marketing and promotional materials including printed material, press releases, social media and online platforms
- Represent the Centre in programs related to tourism, creative industries including trainings, events, community and regional engagements
- Prepare monthly activity and financial reports on the Centre to stakeholders and partners.

This project is supported by





- Develop and maintain relationships with lodges, restaurants and attractions and other tourism service providers.
- Conduct monthly visits and provide report on the two (2) CBT and NNT communities of Jamali and Tabanani.
- Develop and maintain relationships with local and regional partners, including ITC, GTHI, ITTOG, GTBOARD, and the Gambia Tourist Guide Association.

Experience

- First-hand knowledge and experience in tourism and hospitality sector in the Gambia.
- Minimum of 2-year progressive experience in a similar role
- Experience in community-based tourism, youth education, and access to a network of tourism key stakeholders in the region
- Knowledge of tourism activities, potentials and resources in Janjangbureh and surrounding communities
- Experience in developing and managing budgets and report writing
- Good knowledge of reading, interpreting, applying and explaining laws, codes, ordinances, rules, regulations, policies and procedures.
- Experience in leading and managing a team.
- Knowledge of workplace health, safety and hygiene protocols and ability to ensure such protocols are properly observed.
- Experience and ability to solve problems

Education

- A minimum of a High School diploma is required
- Diploma in Tourism, Management or other relevant fields will be an advantage.

Skills

- Good communication skills in English; both written and spoken
- Ability to work independently and lead a team
- Good interpersonal skills and ability to interact effectively with both government, the private sector and youth groups
- Ability to deliver under pressure and on tight deadlines
- Competent in Microsoft Word, Excel, PowerPoint

Language

- Fluent in English and Wolof or Mandinka. Knowledge of other Gambian local languages is a plus.

Duration:

6 months (with possible extension subject to satisfactory performance)

Applicants

- Priority for this position is given to members of the Janjangbureh Tour Guides Association. Interested individuals from Janjangbureh and the surrounding communities with the requisite qualifications may also apply.
- The duty station for this position is Janjangbureh, Central River Region.
- All applicants should send a copy of their CV and Cover Letter via email to pngoneh@intracen.org on or before the **3rd of August 2021**.

This project is supported by

