

CHIEF EXECUTIVE OFFICER

Under the direct supervision of the Board of Directors, the Chief Executive Officer is required to:

- Execute policy as agreed by the Board of Directors;
- Manage the affairs of the SVGTA as the primary global marketing agency for St. Vincent and the Grenadines;
- Drive the development of effective and sustainable marketing strategies and programmes intended to improve the image of the destination, increase visitor arrivals, generate higher expenditure per visitor, reduce seasonality, enhance the overall visitor experience and ultimately to increase earnings from in a manner that significantly and positively impacts the GDP of the country;
- Ensure that the Authority's statutory obligations are met;
- Define strategies, priorities and objectives for the organization;
- Ensure the implementation of policies and the efficient operation of the agency;
- Advise the Board of Directors and make recommendations on the required areas of policy;
- Identify key issues and concerns, which require input from industry partners, seeks consensus and promote viable solutions;
- Follow up on decisions of the Board and its committees;
- Analyse and review the work of departmental reports, provides guidance to ensure that these departments' objectives align with the objectives and required outcomes of the body;
- Participates in national and international forums to promote the SVGTA's and the country's interests;
- Assume overall responsibility for the Authority's subvention from the central government and its proper control and financial management;
- Have final responsibility for the Authority's marketing programmes as well as the preparation, presentation and implementation of the annual marketing plan;
- Work to create the ideal conditions to support the development of harmonious working relationships;
- Perform duties that may be required from time to time in the interest of organizational efficiencies and development.