



### Lesotho Tourism Development Corporation

## CHIEF EXECUTIVE OFFICER

### Background

Lesotho Tourism Development Corporation (LTDC) is a corporate body established by an act of Parliament – The Tourism Act of 2002 as amended. The Corporation's board mandate as enshrined in section 4 of the above-mentioned Act, is to promote tourism as one of the key economic sector through private sector partnerships and community development. To realize this important mandate, LTDC is seeking to appoint the visionary leader to the exciting position of **Chief Executive Officer**.

### Brief Job Summary:

The Chief Executive Officer (CEO) of LTDC reports administratively to the Chairman of the Board of Directors and is the leader of executive team of the Corporation. The CEO shall provide strategic direction and leadership and be responsible for overall management of the Corporation's affairs. Manages all affairs in the best interest of the Corporation with the guidance of the Board. The CEO will provide strategic planning and overall management of the LTDC including oversight of the Corporation's marketing and product development strategies, destination services, general administration, financial management and compliance with relevant legislations, and tourism research. Establish and maintain excellent stakeholders' relations for thriving tourism sector ecosystem. Some of the specific roles and responsibilities are listed below:

### Key Responsibilities:

#### Strategic Direction and Development

1. Leads the executive management team and the development of the Corporation's strategic plan, including periodic review of the vision and mission.
2. Works in collaboration with the Board of Directors, staff and other public and private sector organizations to identify new projects that would further the strategic goals of the Corporation.

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3. Prepares, in consultation with key partners, implementation plans for the development of the Lesotho's tourism industry, in accordance with the strategic plan.
4. Develops and recommends a long-term strategy and vision for the LTDC that will ensure that the tourism objectives in the Tourism Act 2002, Tourism Policy and Tourism Master Plan are achieved.

### **Strategic Marketing Programme**

1. Oversees preparation of an annual marketing plan and work programme for the operation of the Corporation's marketing programme, including the setting of annual and quarterly targets.
2. Establishes in consultation with the senior management team, standards and targets for performance in each area.
3. Develops relevant marketing content for local and international tourism markets.

### **Destination Services**

1. Oversees preparation of an annual plan and work programme for the enhancement and diversification of the tourism product.
2. Builds effective relationships with accommodation establishments, events managers, tour operators, tour guides, parks and tourism host communities.
3. Establishes, in consultation with the management team, standards and targets for performance in each area.

### **Financial Management**

1. Implements proper control systems and processes to manage and protect the Corporation's assets.
2. Develops accounting systems and procedures to report accurately and timely to the Board and stakeholders.
3. Oversees development of an annual budget for review and approval by the Board of Directors and monitors compliance with the approved budget.
4. Monitors and analyzes monthly revenues, expenses and cash flow to ensure that the Corporation is operating on a sound financial basis.
5. Mobilise resources (financial and otherwise) for the Corporation from national and international organisations.
6. Implements efficient processes for collection of Tourism Levy.

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### **Human Capital**

1. Develops and implements human capital strategies to drive organisational culture that breeds high-performing and agile Corporation.
2. Mentor and coach direct reports through setting performance targets, giving feedback and confronting limitations in performance and supporting staff to improve.
3. Implements talent management strategies that makes the Corporation employer of choice in the tourism sector.
4. Develops systems and processes for strategic human resource management optimisation.
5. Identifies and implements support services needed for the effective and efficient operation of the Corporation.

### **Data Management and Technology**

1. Develops tourism data management systems to inform the strategic direction of the tourism sector.
2. Implements technology and artificial intelligence (AI) systems and platforms to leverage and synergize the collective development of the sector.
3. Share the sector's data and information with stakeholders and the tourism development partners.
4. Explores appropriate technological and AI platforms for the development of sector.

### **Stakeholder Collaboration, Communication and Public Relations**

1. Implements effective channels of communication with the Board of Directors and among the staff members of the Corporation.
2. Implements strategic and collaborative efforts to partner with the Corporation's partners, media and the various stakeholders.
3. Represents the Corporation on task forces and committees established to further the economic and social development of the country.
4. Establishes and maintains effective working relationships with Government officials and stakeholders in the tourism sector locally, regionally and internationally.

### **Support of the Board of Directors**

1. Supports the Board of Directors and committees of the Board to provide strategic oversight and leadership over the operations of the Corporation.
2. Provides members of the Board of Directors with timely and accurate information regarding the operations and finances of the Corporation.

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3. Consults with the Board of Directors on a regular basis regarding matters within its areas of responsibility.

### **Leadership of General Staff**

1. Execution of performance management to include establishing annual performance objectives, reviews, coaching, development and training for each member of management.
2. Provides ongoing support to staff by communicating the Corporation's policies, procedures and key decisions, conveying staff concerns to the Board of Directors and ensuring that staff have the resources to effectively execute their responsibilities.
3. Establishes positive working relationships with management staff and oversees their work ensuring that it meets the Corporation's standards.
4. Makes recommendations to the Board of Directors regarding sustainable but competitive remuneration strategies of staff.

### **Compliance, Risk Management and Corporate Governance**

1. Keeps the Board fully informed on all aspects of the Corporation's operational and financial affair.
2. Reports to the Board all matters of significant relevance to the Corporation including those items emanating from governments and regulators on issues such as fiscal, monetary and environment policies, legislation affecting operations and regulatory oversight, etc.
3. Develops effective control environment systems and co-ordination mechanisms for all operations and activities are in place including the establishment and development of effective internal controls over financial reporting.
4. Ensures the Corporation's assets are adequately safeguarded and optimized in the best interests of the shareholders.
5. Maintain a high level of integrity, work ethics and Corporate Governance standards.

### **General**

1. Carries out such other duties as assigned from time to time by the Board of Directors to advance the tourism sector impact on the economy and communities.

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### **Knowledge, Skills and Experience:**

- A recognised Master's Degree in Business Administration (MBA) or Master's in Business Leadership (MBL), Master's Degree in Tourism or Marketing or equivalent relevant discipline
- Minimum 10 years proven executive-level strategic and leadership experience
- Previous corporate management experience and a proven track record for effective team management and results-driven leadership.
- Understanding of visitor needs and the tourism industry – extensive knowledge of tourism products and services in Lesotho.
- Excellent communication skills and analytical skills.
- Professional work ethic – projecting a strong brand image of the Corporation and Lesotho tourism.
- Experience in dealing with international organisations, private sector will be an added advantage
- Competent in the use of Microsoft Office Suite (Word, Excel, etc.) and extensive knowledge of social media platforms

### **Key Core Competencies:**

- Visionary and strategic leadership
- Excellence in execution
- Agile innovation
- Judgment and decision making
- Analytical and foresight
- Ethical and brand ambassador
- Excellent service culture
- Collaborative leadership approach

### **Project Management Capabilities:**

1. Excellent project management skills.
2. Ability to manage multiple stakeholders, including dealings with private sector, government regulatory bodies, communities and authorities, etc.
3. Ability to identify mitigate project risks.
4. Excellent disputes and conflict management skills.

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### **Sector Tourism Knowledge**

1. Good understanding of the tourism sector
2. Good understanding of the relevant government plans and policies, laws and regulations applicable to the tourism sector.
3. Good business skills and basic finance knowledge.

### **Key deliverables**

1. Development plan and budget for the LTDC for the next four (4) years
2. Long term vision and strategy for LTDC
3. Annual business plans and budgets
4. Progress and performance reports to the Board
5. Annual reports to the Board
6. Implementation of Tourism levy and Compliance thereof
7. Reviewed policies
8. Risk Management, Monitoring and Evaluation plans