



Lesotho Tourism Development Corporation (LTDC) is a corporate body established by an Act of Parliament, Tourism Act of 2002 as amended to promote tourism as one of the key economic sectors through private sector partnership and community development.

Are you interested in this high calibre position?

By applying for this position, applicants agree to be subjected to the necessary background checks relating to professional competencies, ethical behaviour and emotional intelligence.

All applications should be e-mailed to recruitment@ltdc.org.ls addressed to:

Chairperson of the Board
Lesotho Tourism Development Corporation
Corner Parliament and Linare Road

P.O. Box1378
Maseru
Lesotho.

Submissions should include, an application letter, detailed curriculum vitae, certified copies of transcripts and certificates, names and contacts of three (3) **professional** referees. The closing date for the applications is **15th of May 2026** at **17:00 PM**.

For further clarifications call +26622312238 or visit **LTDC** website: <https://www.visitlesotho.org.ls> for the detailed position description.

DISCLAIMER

Only short-listed candidates will be contacted.

CHIEF EXECUTIVE OFFICER

4 YEAR FIXED TERM CONTRACT

The Lesotho Tourism Development Corporation (LTDC) has an exciting vacancy for the position of **Chief Executive Officer** (CEO). The position reports to the Chairperson of the LTDC Board. If you are a Lesotho citizen with suitable skills, qualification and experience, you are invited to apply. The CEO's role seeks energetic visionary team player with passion and commitment to develop Lesotho's tourism ecosystem. The CEO is chief advocate for the tourism sector and making Lesotho the preferred leisure and business events destination. Create an excellent organizational culture, provide inspired leadership to the executive team, establish a great working relationship with the Board of directors, Government (shareholder), private sector tourism stakeholders and set a clear strategic direction for the Corporation.

Main Outputs and Responsibilities:

Provide strategic vision and leadership for the Corporation including team building:

- Develop the Corporation Business Strategy (5-year strategy cycle), Business Model and Business Plan
- Manage and monitor the development of business and execution strategies and plans
- Ensure the development of the Annual Performance Plan (APP) in line with the business strategy
- Evaluate, monitor and report on business budget performance against plans.

Manage individual executives and the executive team performance within the organisation:

- Ensure each executive has a performance contract that is aligned to the business strategy and plan
- Ensure increased focus on domestic tourism marketing linked to the National Tourism Policy and Master Plan.

Strategic Outputs:

- Support the implementation of National Tourism Master Plan through a marketing strategy that position Lesotho's competitive advantage.
- Leverage technology and AI to drive and grow tourism sector Recovery Plan and initiatives
- Monitor and evaluate the development and execution of the Operational Plan for the Corporation including budget, performance targets, KPIs/measurement metrics and reporting.

Collaborative strategic partnerships with all tourism stakeholders in government and industry both locally and abroad:

- Establish and maintain productive relationships with key stakeholders to promote Lesotho's tourism brand and sector through collaboration and partnerships with trade and broader industry players.
- Revitalise the local tourism sector to anchor local economic growth initiatives.

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