



EXCITING CAREER OPPORTUNITY

Uganda Tourism Board (UTB), is a statutory organization established by Uganda Tourism Board Statute of 1994 and reconstituted in the Tourism Act 2008 with the following Statutory Objectives:

- To promote and contribute to the Development of Tourism sector both within and outside of Uganda.
- To coordinate with the Ministry responsible for Tourism and the private sector in the implementation of the National Tourism policy.
- To carry out any other activities as are incidental or conducive to the attainment of the two objectives specified above.

UTB is seeking to recruit a suitably qualified and competent Ugandan professional to fill the following position:

JOB TITLE:	Digital Marketing Officer
DEPARTMENT:	Marketing & Promotions Department
DUTY STATION:	UTB Headquarters
SALARY SCALE:	UTB T5
REPORTS TO:	Senior Marketing Officer

OVERALL PURPOSE OF THE JOB:

To develop, implement, track, and optimize Uganda's tourism digital marketing activities across all digital communication channels in the domestic and international source markets.

Detailed Duties and responsibilities:

- Digital Marketing:** Develop, plan, implement and monitor UTB's digital marketing campaigns to increase awareness of the destination's competitiveness through agile strategies such as Social Media Marketing, SEM, SEO, Email, Affiliate, Influencer & Mobile marketing, display advertising, Virtual Reality, Augmented Reality, Artificial Intelligence and data mining to enhance the end-to-end customer experience across multiple channels and customer touch points in line with approved Marketing Strategy.
- Measuring & Reporting:** Monitor, report and analyse UTB's digital marketing campaign results across all channels to improve performance against the set KPIs, using tools such as Google analytics, Facebook, Instagram insights and others, so that improvements can be made where appropriate.
- Digital Agency Management:** The officer

shall oversee the activities of the Digital Marketing agencies with regular reporting on performance, areas of improvement and overall contract management.

- Content Development:** Plan, monitor and implement the development of tourism content (photography & videography) and the regular update of the UTB content bank to be shared with private and public stakeholders.
- Website Management & Maintenance:** Oversee the regular management and maintenance of the UTB Websites, monitor the performance of these sites and make recommendations for continuous improvement.
- Emerging Trends:** Identify new and disruptive digital marketing trends and evaluate emerging technologies to inform the Board's Digital Strategy, content distribution plans, adoption and overall digital marketing management. The officer shall also train Uganda's stakeholders on the readiness and adoption of such new and emerging technologies.
- Online Brand Management:** In line with the approved Brand Strategy, the officer shall oversee the activation of the Explore Uganda and UTB brands in leading online platforms to increase the visibility of destination Uganda's value proposition and the UTB Mandate.
- Any other Responsibility:** Performs any other official duties assigned by the supervisors from time to time.

PERSONS SPECIFICATIONS

Qualification

Essential

- A Honorary degree in ICT, Computer science or its equivalent.
- A minimum of a postgraduate diploma in Digital Marketing or Certificate in Professional Digital Marketing from The Chartered Institute of Marketing (CIM) is a requirement.
- At least 3 year's work experience in digital marketing
- understanding of tourism in the global digital marketing landscape is an added advantage

Skills

Essential

- Excellent organizational, interpersonal and strong writing skills with ability to produce compelling copy.
- Proof reading and editorial skills with a good eye for detail.
- Strong analytical and ICT skills.
- Ability to work on multiple projects at the same time.
- Ability to work as part of a team and

individually.

- Excellent time management and prioritization skills

Desirable

Experience in a similar role in the tourism industry.

Competence

Essential

- Experience of managing and writing content for Experience of email, ad words and/or display advertising campaigns.
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Strong analytical skills and data-driven thinking, web design and management.

Desirable

Design Software

Working knowledge of HTML, CSS, JavaScript.

Knowledge

Essential

- Knowledge of marketing principle and brand management
- Knowledge of effective social media a techniques
- Knowledge of web design and development

Desirable

Working knowledge of ad serving tools (e.g., DART, Atlas).

NB: The details of this job advert can also be accessed on the UTB website: utb.go.ug/jobs

Mode of Application

Interested and eligible Ugandans who meet the above requirements are invited to apply. Application with detailed CV (with email, telephone contact and postal address), plus copies of all academic certificates and transcripts, testimonials, past appointments copy of National identity card, contact details (telephone, postal and email addresses) of three competent referees should be sent by courier or hand delivered to the address below latest **5:00pm 14th October 2022**.

Chief Executive Officer

Uganda Tourism Board, Plot 42, Rotary Avenue (Lugogo Bypass)

6th Floor Lugogo House, P.O. BOX 7211 KAMPALA

TEL +256 414 342196/7 Fax +256 414 342 188

E-mail: utb@utb.go.ug, Website: www.utb.go.ug

Please note that only shortlisted candidates will be contacted

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NB: UTB is an equal opportunity employer