



International
Trade
Centre

GENERIC JOB PROFILE Tourism and Creative Industries Adviser – P3

Organizational Setting and Reporting Relationships:

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, focusing in particular on developing the export capabilities of small and medium-sized businesses in developing and transition economies. ITC is 100% "Aid for Trade", supporting trade that delivers inclusive and sustainable development results. ITC's mandate covers all developing countries and transition economies with special emphasis on the Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), Small Island Developing States (SIDs) Fragile States and Sub-Saharan Africa. ITC works at three levels:

- Strengthening the integration of the business sector of developing countries and economies in transition into the global economy,
- Improving the performance of trade and investment support institutions for the benefit of small and medium size enterprises (SMEs), and enhancing the abilities of trade support institutions to better support them,
- Improving the international competitiveness of SMEs.

In close collaboration with the Government of the Republic of The Gambia, ITC is implementing a number of private sector development initiatives including the Youth Empowerment Project (YEP), SheTrades Gambia, initiatives under the UN Peacebuilding fund aimed at mitigating climate related conflicts, economic development and social cohesion, and the Jobs Skills and Finance (JSF) Project implemented in collaboration with the United Nations Capital Development Fund (UNCDF).

The Youth Empowerment Project (www.yep.gm) is funded by the European Union and implemented by the International Trade Centre as part of the Tekki Fii Programme (www.tekkifii.gm), a flagship initiative of the Government of The Gambia with the aim of increasing job opportunities and income prospects for young Gambians. YEP takes a market-driven approach and enhances employability and self-employment opportunities with a focus on vocational training and the creation of micro and small-sized enterprises. The project creates and improves employment opportunities in selected sectors through value addition and market linkages. YEP focuses on a number of traditional sectors such as agriculture and tourism. The project also helps diversify the Gambian economy by supporting 'new' sectors, including the

creative and digital services industries. The project is expected to contribute to long-term economic competitiveness and well-being in The Gambia.

ITC has supported the development of the Youth and Trade Roadmap to foster youth employment and to identify potential skill gaps in priority sectors, including the tourism sector and creative industries. Each sector roadmap includes specific plan of actions for the development of new tourism products and creative services

The Programme Officer, Tourism and Creative Industries will be located at the ITC Office in The Gambia and work under the direct supervision of the Project Coordinator and Senior Technical Adviser and the overall guidance of the ITC Representative in The Gambia.

Responsibilities: Within delegated authority, the Programme Officer will be responsible for the following duties:

- Participates in the development, implementation and evaluation of assigned projects and initiatives related to tourism and creative industries; monitors and analyzes project development and implementation; reviews relevant documents and reports; identifies problems and issues to be addressed and proposes corrective actions; liaises with relevant parties; identifies and tracks follow-up actions.
- Performs consulting assignments, in collaboration with the client, by planning and facilitating workshops, through other interactive sessions and assisting in developing the action plan the client will use to manage the change.
- Researches, analyzes and presents information gathered from diverse sources.
- Assists in policy development, including the review and analysis of issues and trends, preparation of evaluations or other research activities and studies.
- Undertakes survey initiatives; designs data collection tools; reviews, analyzes and interprets responses, identifies problems/issues and prepares conclusions.
- Prepares various written outputs, e.g. draft background papers, analysis, sections of reports and studies, inputs to publications, etc.
- Provides substantive support to consultative and other meetings, conferences, seminars and workshops, to include proposing agenda topics, identifying participants, preparation of documents and presentations, etc.
- Undertakes outreach activities; conducts training workshops, seminars, etc.; makes presentations on assigned topics/activities.
- Participates in or lead field missions, including provision of guidance to external consultants, government officials and other parties and drafting mission summaries, etc.
- Coordinates activities related to budget and funding (project preparation and submissions, progress reports, financial statements, etc.) and prepares related documents and reports
- Performs other duties as required.

Work implies frequent interaction with the following:

Counterparts including implementing partners and private sector representatives, senior officers and technical staff in relevant UN agencies

Representatives and officials in national governments, international organizations, consultants

Results Expected:

Develops, implements, monitors and evaluates assigned projects and components related to the tourism and creative industries. Provides thorough, well-reasoned written contributions, e.g.,

background papers, analysis, sections of reports and studies, inputs to publications, etc. Develops and maintains effective working relationships with clients and partners. Promulgate coherent policies, and consistent adherence to these by clients. Efficient use of resources.

Competencies:

- **Professionalism:** Knowledge and understanding of theories, concepts and approaches relevant to particular sector, functional area or other specialized field. Ability to identify issues, analyze and participate in the resolution of issues/problems. Ability to conduct data collection using various methods. Conceptual analytical and evaluative skills to conduct independent research and analysis, including **familiarity** with and experience in the use of various research sources, including electronic sources on the internet, intranet and other databases. Ability to apply judgment in the context of assignments given, plan own work and manage conflicting priorities. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.
- **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.
- **Client Orientation:** Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; establishes and maintains productive partnerships with clients by gaining their trust and respect; identifies clients' needs and matches them to appropriate solutions; monitors ongoing developments inside and outside the clients' environment to keep informed and anticipate problems; keeps clients informed of progress or setbacks in projects; meets timeline for delivery of products or services to clients.

Qualifications:

Education: Advanced university degree (Master's degree or equivalent) in tourism related studies, business administration, management, economics, international trade or a related field. A first-level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Experience: A minimum of five years of progressively responsible experience in project or programme management, administration or related area.

Language: Fluency English and at least one Gambian language. Knowledge of other Gambian languages and/or French is an advantage.

Required skills and knowledge

- Good understanding of the tourism sector including global industry issues, international market trends etc.
- In depth knowledge and work experience related to the tourism sector in The Gambia

including practical knowledge in community-based tourism development initiatives, festival management, etc.

- Excellent communication skills and ability to coordinate activities with multiple and diverse stakeholders in responsible tourism and creative industries
- Knowledge of and experience in local tourism and creative industries development issues, including sustainability of related support initiatives
- Proven capacity to undertake extensive fieldwork, interact with youths, local communities, national/international tourism service providers as well as governmental and non-governmental support institutions
- Computer literacy

Complete Applications comprising of CV and Cover letter should be should be sent to yep@intracen.org no later than the 12th of February 2021