



JOB ANNOUNCEMENT

- JOB POSITION:** Tourism and Business Development Manager of Drilon Tushemisht Waterscape Park Center
- REPORTING TO:** The Executive Director of Drilon Tushemisht Waterscape Park Center
- JOB LOCATION:** DRILON-TUSHEMISHT, POGRADEC, ALBANIA

Introduction

The Drilon Tushemisht Waterscape Park covers an area of approximately 150 ha and includes the Drilon Watershed, Drilon Springs, Tushemisht Village, Drilon – Tushemisht Waterfront, the new Visitors Center and agricultural and urban land.

The Drilon Tushemisht Waterscape Park Center is an independent not-for-profit organization founded with the support of the Pogradec Municipality and the Albanian – American Development Foundation. It aims to transform the Drilon Tushemisht area into a tourist destination with a diverse range of activities, while striving for long-terms sustainability.

The Drilon Tushemisht Waterscape Park Center provides services to support the development of business and tourism. The center aims to transform the area into a welcoming destination for both citizens and visitors by offering opportunities for development, entertainment, and relaxation. Visitors will be able to purchase various products, learn about the local culture, explore the area, and unwind. The park will feature well-lit pathways and uniform signage for shops and restaurants, ensuring a clean, safe, and vibrant atmosphere both day and night. Numerous activities will be hosted by the center and its partners, bringing the community together. By fostering a positive business climate, protecting members' interests, enhancing security, and



promoting the area through collaborative marketing efforts, the Drilon Tushemisht Waterscape Park Center will contribute to the region's prosperity.

We are seeking an experienced Tourism and Business Development Manager to help the Executive Director develop and implement the Drilon Tushemisht Waterscape Park Center business strategies and plans and create a vision for success.

Location of the position

This position is located in Drilon Tushemisht, Pogradec, Albania.

Job Description

The Tourism and Business Development Manager is responsible for developing and implementing strategies to attract tourists, enhance the visitor experience, and drive business growth that will enable sustainable operation of the Drilon Tushemisht Waterscape Park Center. This role requires a combination of strategic thinking, market analysis, and relationship-building skills. He will work closely with local businesses, government agencies, and community stakeholders to promote our destination and identify new business opportunities.

The candidate will coordinate and implement various initiatives and projects aimed at promoting the park and the surrounding area. Responsibilities will include marketing, media relations, stakeholder management, activity management, and more. Evaluating performance and establishing positive working relationships with the Municipality is a crucial aspect of this role. Previous experience in project implementation and coordination related to marketing, in both the public and/or private sectors, as well as strong organizational and communication skills, are advantageous for this position.

PRINCIPAL RESPONSIBILITIES

Strategic Planning:

- Develop and execute comprehensive tourism and business development strategies.



- Conduct market research and analysis to identify trends, opportunities, and competitive positioning.
- Set measurable goals and objectives for tourism growth and business development.

Partnership Development:

- Build and maintain strong relationships with local businesses, tourism boards, travel agencies, and other stakeholders.
- Collaborate with partners to create joint marketing campaigns and promotional activities.

Marketing and Promotion:

- Design and implement marketing campaigns to attract tourists and promote the region's attractions.
- Oversee the development of promotional materials, including brochures, websites, and social media content.

Program Management:

- Develop and manage tourism programs, events, and initiatives that enhance the visitor experience.
- Coordinate with local attractions, hotels, and restaurants to ensure a seamless experience for tourists.

Business Development:

- Identify and pursue new business opportunities, including partnerships, sponsorships, and investment prospects.
- Prepare and present proposals to potential partners and investors.

Reporting and Analysis:

- Track and report on key performance indicators related to tourism and business development.
- Prepare regular reports and presentations for senior management and stakeholders.

QUALIFICATION & EXPERIENCE

- Bachelor's degree in Business Administration, Marketing, Tourism Management, or a related field. Master's degree is a plus.
- Proven experience in key managerial position;



- Demonstrated strong skill set and experience in day-to-day management operations and budget management;
- Experience of working with international/national, and local government bodies and agencies towards the determination and implementation of memoranda of understanding, the establishment of governance and operations protocols, and determination of appropriate management and reporting structures, policies, procedures, and good practice, as well as lengthy experience in fundraising and working with communities;
- Demonstrated successful management of staff and implementing organizational and human resource requirements;
- Proven track record of successful business development and marketing strategies.
- Strong understanding of the tourism industry and market trends.
- Excellent communication, negotiation, and interpersonal skills.
- Fluency of English and Albanian languages, both oral and written;

COMPETENCIES

- Creativity and innovation in developing promotional content and strategies,
- Strong project management and organizational skills,
- Ability to work independently and as part of a team,
- Excellent analytical and problem-solving abilities,
- Commitment to sustainable tourism and environmental conservation.

DOCUMENT FOR SUBMISSION

- Curriculum Vitae
- Cover letter
(*Describing interest in the position, flagships of your carriers' professional achievements, and transformation you intend to bring to Drilon Tushemisht – 1000 words max.*)



Interested candidates should send their documents to the following address: info@drilonpark.ai and please reference the job title in your message.

All applicants will receive a confirmation that their electronic submission was received. Only shortlisted candidates will be contacted for an interview.

Candidates may be asked to provide evidence of their professional background as well as achievements and to make themselves available for interviews.

Deadline for applications is **October 11th, 2024** 17:00 CET.