

## **TORs for the position of Managing Director, Sindh Tourism Development Corporation (STDC)**

### **Duties & Responsibilities**

- Formulate and manage the long term and short-term strategy for the Corporation. Supervise development of policies/ procedures and frameworks in line with the legislation/ statutory regulations and STDC's objectives and priorities;
- Oversee and manage STDC's financial budgets, including implementation and supervision of all activities related to the financial aspects in compliance with legislation/ statutory requirements;
- Enforce financial discipline and expenditure control mechanisms and review periodical financial statements and reports of the Corporation to ensure financial propriety and conformance to laws/ rules/ procedures;
- Ensure internal, external and regulatory audits in a timely manner and ensure compliance with all laws and regulations;
- Supervise and manage corporate affairs of the Company;
- Provide leadership and direction to the heads of divisions, departments, and units towards the achievement of goals and objectives and review their performance from time to time;
- Direct development of provincial tourism strategy including federal and provincial resource planning to promote STDC and tourism in line with the operational objectives and priorities;
- Provide strategic guidelines on development of code of conduct, policies, development plans, and community integration guidelines;
- Provide directions on formulation and implementation of strategies for tourism promotion in the country and abroad and supervise data collection, research and knowledge creation in tourism sector;
- Facilitate the Government in implementation of bilateral and multilateral agreements in tourism sector to promote Sindh's and the country's tourism potential;
- Develop global alliances for projecting the Sindh province and the country in line with corporate objectives and priorities;
- Direct, guide and oversee tourism investment and promotion strategy;
- Provide strategic guidelines for national outreach strategy and investor experience strategy to foster and attract investments;
- Direct and oversee development of research based marketing and promotional strategy and its implementation for achieving the objectives of tourism industry of the country, especially of Sindh;
- Develop the tourism industry and high standards in line with the national strategy of promoting Sindh's image;
- Promote internationally recognized hotel facilities, aviation, and sea travel facilities to provide tourist resorts and facilities, highlighting Sindh's and Pakistan's unique biodiversity, heritage, and environment;

- Coordinate with the PTDC and other provincial/ regional tourism bodies for formulation/ upgradation and implementation of laws and regulations for tourism to strengthen the monitoring capacity and regulatory framework governing the tourism industry;
- Enhance synergy and cooperation amongst tourism and culture industry players towards making the province and the country a preferred tourism destination in Asia;
- Promote Sindh's uniqueness in arts, culture and heritage as the main catalyst for growth in the tourism and culture sectors;
- Develop a strong infrastructure for tourism in the province, building on the development of knowledgeable, skilled, creative and innovative human capital in the tourism and culture sectors;
- Develop synergies for promotion of tourism in the province with other Sindh Government Departments and entities, such as the Wildlife Department, the Sports & Youth Affairs Department, Women Development Department, Agriculture Department, Industries Department, Investment Department, Education (primary, secondary & tertiary levels) Departments and so on;
- Coordinate with the Health Department (and allied institutes/ agencies as well as private hospitals) to promote health tourism in the province in the wake of the recent successes in the province regarding liver transplant and use of cutting-edge technologies, such as cyber-knife, etc;
- Coordinate with the local councils – from the metropolitan corporation down to the union council – to completely own and promote tourism at their levels;
- Review and enhancement of effective implementation of provincial and sector-based strategy to support the implementation of the national tourism strategies and plans.

**Key deliverables (detailed timelines will be included in the employment contract)**

- Work with the Board of Directors on development of strategies, programs and policies to promote tourism;
- Manage, lead and inspire the staff of the STDC;
- Bring in the corporate culture, customer-driven service-delivery approaches, the best practices from the private sector in the operations and ethos of the STDC – to make it one of the most dynamic, innovative and forward-looking organization of the twenty-first century in the province and the country;
- Introduce the latest systems from information technology and other hi-tech sectors to digitalize the operational and implementational processes of the corporation within three months of assuming the responsibility as MD;
- Move to a complete paperless environment in the organization within six months of assuming the position of MD;
- Oversee the development and implementation of an annual marketing plan to promote hotels, attractions and events, including print, social media, internet based advertising and internal publications;

- Facilitate the creation and maintain a strategic plan for Sindh Tourism that will be reviewed by the STDC Board of Directors every 3 years for adjustments, exclusions, or new goals to stay relevant, effective and successful;
- Oversee the planning and execution of an annual calendar of events;
- Create and oversee the annual tourism budget and financials plans;
- Oversee the various functions within the organization including marketing, communications, and sales;
- Oversee regular research projects that quantify the value of tourism and justify the funding allocations;
- Coordinate with community partners and provinces to attract new events or activities that have an impact on tourism;
- Develop relationships with key partners and stakeholders, including but not limited to: the provinces and their local offices, all tourism schools, hospitality association, overseas stakeholders;
- Develop relationships with local partners such as hoteliers and management teams of the shopping destinations and attractions;
- Develop relationship with national, international and regional tourism-based publications and writers, tour operators, meeting planners, and travel professionals;
- Oversee design, development and execution of familiarization tours with meeting planners, hotel staff, event producers, etc;
- Represent the organization with media and serve as the primary spokesperson;
- Track the results of internal campaign and oversee the recording of all pertinent industry performance indicators;
- Represent the STDC as an advocate, whenever necessary, with the various government and other agencies as new programs, ordinances, plans, development are discussed.
- Collaborate with state officials to develop a crises management plan and determine that the STDC's role will be in the case of an emergency;
- Attend meetings, seminars, conventions and workshops to stay informed of the changes in the tourism industry;
- Prepare and deliver presentations on tourism to international, local and regional organizations, when requested;
- Remain knowledgeable on the issues and agenda items brought and be present at relevant meetings to convey the STDC's opinion;
- Manage, negotiate and renew any partnership agreement with outside producers and keep the Board of Directors informed of the progress and outcome;
- Manage all contract negotiations with vendors for goods and services as approved and budgeted.