



**WWF** *for a living planet®*

## **JOB DESCRIPTION**

Position : Tourism Development Officer  
Reporting to : Project Manager  
Supervision : N/A  
Location : Kasese  
Grade : A3

### **I. Mission of the Department:**

To ensure the development and implementation of the WWF Uganda Conservation Strategy to the highest standards

### **II. Major Functions**

- Support the Project Manager, to efficiently and effectively implement the sustainable financing of the Rwenzori Mountains National Park (RMNP) Project,
- The Tourism Development Officer will have responsibility for oversight and facilitation of the project's tourism activities carried out in partnership with Uganda Wildlife Authority, Uganda Tourism Board, local governments, CBOs and local communities.

### **III. Major duties & Responsibilities**

- Work with the Finance and Administration Officer and the Project Manager to prepare annual budgets and workplans for the Project as necessary;
- Develop and carry out the overall tourism strategy for the program,
- Work with conservation, tourism and community organizations on developing market-driven tourism products;
- Plan, budget for, and facilitate technical implementation of field ecotourism activities in liaison with relevant partners including local government, donors, and the private sector
- Develop appropriate tools for planning and marketing of tourism products
- Develop training manuals and coordinate training and marketing campaigns as per agreed program strategy and work plan;
- Update and adapt training programs based on the local context and partner curriculum/programs to train local partners and build their capacity to run more successful sustainable tourism development activities;
- Undertake feasibility studies to support community tourism enterprise development and coordinate targeted community tourism enterprises

- Work with both private and public sector entities to plan and implement project activities,
- Strengthen tourism associations, advocacy groups, and local government systems with the overall focus of increasing tourism revenue for RMNP and surrounding communities.
- Working with WWF UCO-based Monitoring and Evaluation Specialist, develop a robust M&E system for tourism activities implemented either directly or through implementing partners.
- Ensure key issues and lessons learned are documented and shared between partners;
- Ensure that WWF policies and guidelines are followed within the implementation of the Project;
- Provide regular project updates to relevant partners and share success stories.
- Ensure reports and written outputs from the project in line with donor (EU and FGEF) and WWF requirements are prepared and submitted on a timely basis;
- Support the Project Manager to prepare reports and drafting technical documents;
- Other duties as required and directed by the immediate supervisor

#### **IV. Qualification, Experience & Skills**

##### **a) Required Qualifications**

- A Bachelor's degree in Tourism, Enterprise Development, Marketing or related.
- A relevant post-graduate qualification is an added advantage

##### **b) Required Experience**

- Have at least 4 years' experience in similar roles.
- Experience implementing tourism and conservation projects in the field;
- Good working knowledge of GIS and remote sensing
- Have the ability to understand tourism market constraints faced by local communities, and to identify innovative new approaches that will enable local rural communities to access markets
- Have demonstrated experience working with multiple partners
- Have strong written and verbal communication skills, in addition outstanding interpersonal skills
- Strong interest in and understanding of conservation.
- Be willing to travel to remote areas in the Rwenzori landscape.
- A good technical background and understanding of ecosystem services;
- Experience working with local government and the communities in varied cultures.
- Familiarity working with National and local stakeholders (National Forest Authority, Uganda Wildlife Authority and Uganda Tourism Board

##### **c) Required Skills**

- Ability to develop and deliver tourism and conservation work in the field
- Proven ability to collaborate effectively with local governments, local NGOs, and community groups;
- Ability to communicate publicly (written and oral) and with a wide range of audiences, particularly the local communities and partners;
- Ability to convey the work of WWF with confidence and credibility;
- Good team player with the ability to also work well under own initiative;

- Ability to prioritize and manage time effectively;
- Competency with standard word processing and spreadsheet programmes;
- Fluency in written and spoken English;
- Ability to speak Runyakitara

**d) Behavioral Skills**

- Ability to deal with challenges in a positive way;
- Strong and effective communicator;
- Builds positive personal and organizational relationships.

**e) Working Relationships**

- **Internal:** Interacts and works closely with the WWF UCO Project Manager, Project Finance, Administrative and other project staff. Coordinates and interacts as appropriate with members of WWF Uganda Country Office, WWF ESARPO and other WWF offices.
- **External:** Interacts as required with Governmental Institutions, Donors, and other stakeholders, in collaboration with the Project Manager as appropriate.

**This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.**