



JOB SPECIFICATIONS FOR THE ADVERTISED POSITIONS IN UTB 2ND JULY 2018

JOB TITLE: **MARKETING MANAGER**
SALARY SCALE: T3
DEPARTMENT: MARKETING DEPARTMENT
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SUPERVISES: SENIOR MARKETING OFFICERS
AGE: NOT ABOVE 45 YEARS

MAIN PURPOSE OF THE JOB:

He/she oversees the development and implementation of the country's marketing strategy and the brand plan manual for destination Uganda to position Uganda as a significant and attractive travel destination in world.

DETAILED DUTIES AND RESPONSIBILITIES:

1. **Marketing Strategy;** He/she shall oversee the preparation and implementation of the marketing strategy as well as the brand plan manual and the product development strategy for destination. He/she develops a marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; monitoring the competition.
2. **Promotion of destination Uganda;** Develop and implement a promotions strategy for destination Uganda
3. **Brand:** he/she is in charge of the destination Uganda brand management and shall develop and implement the brand manual through awareness creation and positioning the destination appropriately as per the brand manual.
4. **Supervision;** He/she shall oversee planning, execution, performance appraisal and reporting by the Senior Marketing Officers directly and all the other officers in the Marketing Department.
5. **Supervise Market Representatives** that Uganda may hire from time to time in key source markets as well emerging markets and ensure value from these engagements.
6. **Tourism Research;** he/she provides guidance to the market research forecasts and reports by directing market research data collection, analysis, interpretation and application.



7. **Marketing Communication;** he/she oversees the development and implementation of advertising campaigns, selecting effective media outlets such as online, television, radio, billboards or newspaper, as well as production of promotional materials and advertising publications.
8. **Monitoring and Evaluation;** he/she monitors and evaluates the implementation of the marketing strategy, marketing plans, Brand Manual and product development plans.
9. Perform any other duty as assigned from time to time.

QUALIFICATIONS AND EXPERIENCE

- Bachelor's Degree in Business Administration (Marketing), B.com (marketing) Tourism from a recognized University.
- He/she should possess a Master's degree in Marketing.
- Possession of CIM qualification is a requirement.
- He/she must have at least eight years' working experience in a marketing of a large and successful private or public Organization with 3 years at senior management level.
- Knowledge and skills in service marketing and tourism promotion is desired.

REQUIRED SKILLS AND COMPETENCIES

Media Channels, Client Relationships, Adaptability, Market Research, Analysis, Writing, Public Speaking, Interpersonal Communication, Leadership, People Management, Detail-Orientated, Multi-Tasking, Communication and presentation skills, Coordination skills, Planning and budgeting, Team building. Coordinating and networking at national and international level.



JOB TITLE: MANAGER LEGAL & CORPORATE SECRETARY
SALARY SCALE: T3
DEPARTMENT: LEGAL AND CORPORATE AFFAIRS
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SUPERVISES: LEGAL OFFICER
AGE: NOT ABOVE 45 YEARS

MAIN PURPOSE OF THE JOB:

He/she is the legal advisor of UTB and shall provide and coordinate legal and corporate services and offer legal guidance to UTB in line with the Tourism Act 2008 and all other relevant laws.

DUTIES AND RESPONSIBILITIES:

1. Shall be the Chief Legal Counsel and Head of the Legal Department of the Board.
2. Shall be the Solicitor of the UTB and shall ensure the timely preparation of Organization's legal documents such as contracts, leases, Memorandums of Understanding, loans and other agreements and ensure compliance with all the relevant laws, policies, guidelines and procedures.
3. Shall be the Attorney of the UTB and shall represent the organization in courts of law and tribunals as may be required.
4. Shall be the custodian of all the organizational legal documents and shall ensure the protection of all properties and assets of UTB.
5. Coordinating and ensuring the Board of Directors' meetings are held in accordance with the law, preparing agenda, taking minutes, tracking implementation of Board of Directors decisions and advising the CEO on timely board meetings.
6. Monitor the activities of the various partners ensuring compliance with the approved Laws and MOUs in line with the Mission, Strategic Plan, relevant laws and agreements.
7. Supervise all the staff in the Department
8. Perform any other duties related to the field and as may be assigned from time to time by the Supervisor.

QUALIFICATIONS AND EXPERIENCE

- He/she should possess an Honors Bachelor's Degree in Law from a recognized University with a bias in Commercial Law or company Law from a recognized University.
- A post Graduate Diploma in Legal practice from LDC is a must



- Must be a registered Member of the Uganda Law Society with a valid practice certificate
- He/she must possess at least Eight (8) years of Legal Practice working experience as an advocate of the High Court of Uganda and subordinate courts with three (3) years at senior management level in a prominent and busy Public or Private Organization or Firm.

SKILLS AND COMPETENCIES

- Knowledge of the Tourism Act 2008 and other relevant laws is a must.
- Excellent management and leadership skills and strong business acumen.
- Interpretation and application of laws.
- Analytical and decision-making skills.
- Writing and presentation skills.
- Negotiation, advocacy and communication skills.
- Leadership and team building skills.



JOB TITLE: MANAGER QUALITY ASSURANCE
SALARY SCALE: T3
DEPARTMENT: QUALITY ASSURANCE, RESEARCH & PRODUCT DEVELOPMENT
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: DEPUTY CHIEF EXECUTIVE OFFICER
SUPERVISES: QUALITY ASSURANCE OFFICERS, INSPECTORS AND LICENCING/CLASSIFICATION OFFICERS, M&E&RESEARCH OFFICER AND INVESTMENT AND PRODUCT DEVELOPMENT OFFICER.
AGE: NOT ABOVE 45 YEARS

MAIN PURPOSE OF THE JOB

The Manager, Quality Assurance shall be responsible for enforcing and monitoring standards in the tourism sector through registration, inspection and licensing of all tourism enterprise in the Country.

RESPONSIBILITIES

1. Develop, maintain, and administer an efficient and effective Quality Management System in compliance with statutory regulatory requirements and industry recognized best practices for the tourism sector in Uganda.
2. To enforce and monitor standards in the tourism sector through inspection, registration, monitoring, classification, licensing, sensitization ensuring processes and practices are compliant with the current global standards.
3. Identify tourism sector standards gaps and to propose standards to bridge these gaps.
4. Develop and implement regulatory standards and guidelines for all tourism facilities in the Country.
5. Undertake and commission appropriate research in the field of tourism
6. Develop and implement strategies to encourage investments in the tourism sector
7. Develop and operationalize tourism products diversification for Uganda
8. Support the tourism private sector investors in compliance with the statutory standards
9. Engage in proactive relationships with other government regulatory authorities and the Local Governments to facilitate quality assurance in the tourism sector in the country.
10. Performs any other related official duties as you may be assigned from time to time.

QUALIFICATIONS AND EXPERIENCE

- An Honors Bachelor's Degree in Tourism, Leisure and Hospitality Management from a recognized University.
- Master's degree in the Tourism or Leisure or Hospitality Management.



- At least Eight (8) years of progressive working experience in Tourism and Hospitality Quality Assurance in a busy and reputable private and public organization with three (3) years at senior management level.

SKILLS AND COMPETENCIES

- Position requires a highly diplomatic and tactful individual with exceptional critical reasoning skills who is detail oriented.
- Effective interpersonal skills
- Track record partnership relations skills
- Strong collaboration and development skills.
- Proactive team player enthusiastic with high work ethics
- High level of attention to details capable of efficient use of time and project management skills essential.
- Excellent communication (written and verbal) and presentation skills



JOB TITLE: FINANCE AND PLANNING MANAGER
SALARY SCALE T3
DEPARTMENT: FINANCE & PLANNING
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SUPERVISES: SENIOR ACCOUNTANT AND PLANNING OFFICER
AGE: NOT ABOVE 45 YEARS

MAIN PURPOSE OF THE JOB:

To develop and implement adequate financial systems and procedures that conform to the professional standards and support the core functions of the Organization.

DUTIES AND RESPONSIBILITIES

1. Developing & putting in place financial control systems and procedures in accordance with government regulations, and professional accounting standards.
2. Ensuring preparation of annual accounts within the statutory deadline in accordance with professional accounting standards and prepare quarterly reports.
3. Liaising with the office of the Auditor General for the conduct of audits and preparation of audit reports in accordance with professional accounting standards.
4. Ensuring preparation of annual budgets and departmental plans that optimizes the resources available to the financial commitments of UTB in line with the stipulated guidelines.
5. Undertaking an advisory role to both the Board of Directors and Management on the financial performance of UTB in accordance with the approved budgets and reporting guidelines.
6. Supervising the maintenance of accounting records, vouchers and other documentation, and record all financial transactions of UTB in line with financial procedures and accounting standards.
7. Cross checking that all the financial commitments and payments by UTB are properly authorized, settled in a timely manner, and for value received all, in accordance with approved financial procedures.
8. Supervising the collection and banking of all revenues due to UTB in accordance with the financial procedures.
9. Ensuring preparation of business plans in order to identify and focus on the strategies to achieve financial sustainability in line with the strategic plan.
10. Preparing quarterly reports and advice Management on the financial performance of UTB in accordance with the approved budgets and reporting guidelines.
11. Undertake routine review of cash flows needs and advise on potential investment of surplus funds.



12. Perform any other duties that may be assigned by Management.

QUALIFICATIONS AND EXPERIENCE

- He/she should possess an Honors Degree of Commerce (Accounting option) or Business Administration (Accounting option) from a recognized University.
- A Master's degree in Financial Management is a must.
- Possession of professional qualification like ACCA or CPA is compulsory.
- He/she must have at least Eight (8) years of experience working in Financial Management with at least three (3) years at Senior Management level in a reputable organization.

SKILLS AND COMPETENCIES

Strong financial management acumen

- Knowledge of accounting procedures, protocols, budget administration
- Experience in the use of PBS and IFMS is critical
- Knowledge of financial forecasting, analysis and reporting
- Ability to supervise and mentor staff
- Ability to inspire credibility, confidence and build consensus.
- Strong interpersonal skills and the proven ability to provide leadership to a team
- Ability to develop, monitor and evaluate multiple projects with multiple deliverables
- Ability to plan, organize and lead the implementation of plans and processes
- Advanced proficiency with computerized financial systems



JOB TITLE: MANAGER HUMAN RESOURCE AND ADMINISTRATION
SALARY SCALE: T3
DEPARTMENT: HR AND ADMINISTRATION
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SURPERVISES: HR Officer, IT Officer, Admin Assistant, Front Desk Officer, Office Assistants.

MAIN PURPOSE OF THE JOB

To provide overall strategic leadership, direction, advise and coordination in the management of the Human Resource functions in the Board as well as ensuring effective administration of the institution.

DUTIES AND RESPONSIBILITIES:

1. Develop and implement Human Resource Management and Development Policies and strategies for the organization.
2. Providing guidance to management on Human Resource Management issues and employment matters in line with policies, guidelines and labor laws.
3. Ensuring the recruitment, selection and placement, draw up Terms of Reference and Job descriptions for UTB staff in accordance with the established rules and procedures.
4. Develop an effective remuneration structure that is directly linked to employee performance in order to attract motivate and retain high caliber employees.
5. Develop & implement staff development, welfare and training programs.
6. Ensuring the implementation of effective Performance Management systems
7. Develop, implement and evaluate the HR work plans and budgets and supervise the staff in the Department.
8. Ensure effective and efficient administration of UTB.
9. Perform out any other official duties as assigned by Management from time to time.

QUALIFICATION AND EXPERIENCE

- He/she should possess an Honors Bachelor's Degree in Social Science, psychology, Human Resource Management from a recognized University.
- A Post graduate training at a diploma level in Human resource management.
- Possession of a Master's Degree in Human Resource Management or MBA (Management) is a requirement.
- He/she must have gained eight (8) years relevant work experience in Human and Administration with at least three (3) years at senior management level in a busy reputable public or private organization.



SKILLS AND COMPETENCIES

- Strategic and creative thinking.
- Analytical and decision-making skills
- Negotiation and communication skills.
- Must have excellent people management skills
- Management of meetings and report writing skills
- Knowledge of labour laws and modern human resource practices



JOB TITLE: SENIOR INTERNAL AUDITOR
SALARY SCALE: T4
DEPARTMENT: OFFICE OF CHIEF EXECUTIVE OFFICER
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHAIRMAN – BOARD (through the audit committee) Chief Executive Officer [Administratively]
SUPERVISES: NONE
AGE: NOT ABOVE 40 YEARS

MAIN PURPOSE OF THE JOB:

Review and assess the organization’s activities in relation to its objectives and assess the quality of internal controls including the effectiveness and efficiency of operations, reliability of the financial reporting and compliance with applicable laws, policies, guidelines and regulations.

DUTIES AND RESPONSIBILITIES:

1. Review, evaluate and recommend internal control systems, policies and procedures for effective Management of UTB’s resources
2. Conduct audits of UTB’s income and expenditure and advice Management and Board of Directors on ways of strengthening accountability for funds and effective use of resources as a pre-requisite for Value – for – Money.
3. Examine and give guidance on the existing financial and management control procedures and ensure that internal audit contributes towards improved efficiency and effectiveness of operations.
4. Examine and report on Management’s compliance with Uganda Tourism Act, human resource, procurement and other approved policies and procedures.
5. Report on compliance with the Public Finance Management Act, Financial Policies and Procedures manual and recommend areas for further improvement.
6. Assess the controls in place for acquisition, custody, use and disposal of assets and compliance with the PPDA guidelines and other policies in place.
7. Prepare and submit periodic audit reports to Management and Board of Directors members of the Audit and Risk Committee.
8. Perform any other duties as may be assigned from time to time.

REQUIRED QUALIFICATIONS AND EXPERIENCE



- Honors Bachelor's Degree in Commerce or Business Administration (Accounting option) from a recognized University.
- Possession of CPA or ACCA is a must.
- Proficiency in advance auditing systems with a strong understanding and use of audit software packages is must.
- At least five (5) years working experience in an internal and or external audit unit in busy private or public organization with at least two (2) years at Senior Officer Level.

SKILLS AND COMPETENCIES

- An excellent understanding of auditing techniques
- A proactive approach and the ability to work autonomously, as part of a team
- Analytical when approaching problems
- Comprehensive knowledge of professional auditing and accounting standards and guidelines.



JOB TITLE: SENIOR ACCOUNTANT
SALARY SCALE T4
DEPARTMENT: FINANCE AND PLANNING
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: MANAGER, FINANCE AND PLANNING
SUPERVISE: ACCOUNTANT
AGE: NOT ABOVE 40 YEARS

MAIN PURPOSE OF THE JOB

To support the Finance Manager in the planning and implementation of all organizational plans, budgets and programs and in the preparation of all financial statements and reports in accordance with the laws, policies, procedures and guidelines.

DUTIES AND RESPONSIBILITIES

1. Maintain and manage financial accounting programs in line with international accepted standards and in accordance with the Public Finance Management Act, UTB Financial Policies, procedures and guidelines.
2. Establishing and maintaining books of accounts in accordance with the accepted policies and procedures.
3. Facilitating the auditing of UTB accounts by both Internal and External Auditors
4. Ensure reconciliation procedures of various accounts are carried out in a timely manner.
5. Preparing statutory statements for the Organization and ensuring that non-payroll statutory deductions such as VAT are calculated and paid in accordance to statutory requirements.
6. Ensuring compliance to and maintenance of appropriate financial accounting policies and procedures as stipulated in the Financial and Procedures Manual.
7. Coordinating the implementation of Approved budget and maintaining the status of performance.
8. Ensuring that all advances/impress payments are correctly and fully accounted for with appropriate expenditure documentations.
9. Managing payroll and ensuring that statutory obligations are timely remitted
10. Ensuring that the Integrated Financial Management System (IFMS) is properly functioning.
11. Performing any other duties related to the field that may be assigned by Management.

QUALIFICATIONS AND EXPERIENCE

- He/she should possess an Honors Bachelor's Degree in Business Administration, Finance and Accounting or Commerce from a recognized University.
- Possession of a professional qualification in CPA or ACCA or CIMA is a must



- He/she should have at least five (5) working experience in the area of financial accounting and Management with two (2) years at senior officer level

SKILLS AND COMPETENCIES

- Knowledge of accounting procedures, protocols, budget administration
- Experience in the use of PBS and IFMS is critical
- Knowledge of financial forecasting, analysis and reporting
- Ability to supervise and mentor staff
- Ability to inspire credibility, confidence and build consensus.
- Strong interpersonal skills and the proven ability to provide leadership to a team
- Ability to develop, monitor and evaluate multiple projects with multiple deliverables
- Ability to plan, organize and lead the implementation of plans and processes
- Advanced proficiency with computerized financial systems



JOB TITLE: SENIOR PROCUREMENT OFFICER
SALARY SCALE: T4
DEPARTMENT: OFFICE OF CHIEF EXECUTIVE OFFICER
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SUPERVISES: PROCUREMENT OFFICER
AGE: NOT ABOVE 40 YEARS

MAIN PURPOSE OF THE JOB:

Coordinating all procurements in UTB and ensuring that procurements are done in a timely manner and in accordance with the PPDA Act.

DUTIES AND RESPONSIBILITIES:

1. Manage the procurement process in the Procurement and Disposal Unit.
2. Initiate and coordinate the preparation of Annual Procurement Plans and Budgets.
3. Coordinate and monitor UTB procurement and disposal activities in line with the PPDA Act and regulations.
4. Guide and train user departments in the Government procurement procedures
5. Check and prepare specifications, terms of reference statements of requirement and bidding documents in liaison with user departments.
6. Prepare advertisements and bidding documents, receive bids, and provide clarification.
7. Prepares the contracts committee meetings and implements contract committee decisions.
8. Maintain an up-to-date procurement, stores and disposal records,
9. Prepare timely quarterly and monthly reports to Management and PPDA as required.
10. Perform any other official duties as may be assigned by management from time to time.

QUALIFICATIONS AND EXPERIENCE

- He/she should possess an Honors Bachelor's Degree in Procurement and Logistics or BBA Procurement from a recognized University.
- Professional qualification in CIPS or related professional qualification is a requirement.
- Knowledge in relevant Government computerized procurement systems will be an added advantage.
- He she should have at least five (5) years relevant working experience from a reputable Organization at senior level.



SKILLS AND COMPETENCIES

- Strong communication and Interpersonal skills.
- Leadership and Team working skills
- Ability to work under Minimum supervision and pressure.



JOB TITLE: SENIOR PUBLIC RELATIONS OFFICER
SALARY SCALE: T4
DEPARTMENT: OFFICE OF THE CHIEF EXECUTIVE OFFICER
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SUPERVISES: NONE
AGE: NOT ABOVE 40 YEARS

MAIN PURPOSE OF THE JOB

To develop and implement the public relations policy and communication strategy and enhance the corporate image and credibility of UTB and be the mouth piece of the Organization

DUTIES AND RESPONSIBILITIES:

1. Develop and co-ordinate the implementation of public relations policy and guidelines.
2. Develop strategies for the enhancement of the Organization's corporate image both within and outside the country.
3. Develop and implement a communications strategy for the organization.
4. Prepare the annual corporate report of the Organization.
5. Coordinate with stakeholders and public media in implementing UTB's public relations programmes.
6. Take lead in publicity in organizing local and international events where UTB's participation is required.
7. Develop and coordinate the implementation of the Organization's corporate social responsibility.
8. Prepare periodic reports in line with UTB's reporting guidelines.
9. Undertake and/or oversee research to establish the image/perception towards the organization
10. To monitor and evaluate the organisation and the destination's presence in media
11. Perform any other duty as assigned from time to time.

QUALIFICATION AND EXEPERIENCE

- Honours Bachelor's Degree in Mass Communication, Literature in English or its equivalent from recognized University.
- A post graduate diploma in either Mass Communication, Literature in English, Public Relations or related field from recognized Institution.
- Should have at least five years relevant working experience in a busy private or public Organization with two (2) years senior officer level.



- Must be a member of Public Relations Association of Uganda

SKILLS

- Communication and presentation skills
- Public speaking
- Interpersonal skills
- Coordination skills
- Knowledge in the use of modern social media platforms



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| JOB TITLE: | SENIOR MARKETING OFFICER |
| SALARY SCALE | T4 |
| DEPARTMENT: | MARKETING DEPARTMENT |
| DUTY STATION: | UTB HEADQUARTERS |
| REPORTS TO: | MARKETING MANAGER |
| SUPERVISES: | MARKETING OFFICERS |
| AGE: | NOT ABOVE 40 YEARS |

PURPOSE OF THE JOB

Development, implementation and evaluation of Uganda's marketing strategy and the brand plan and manual to effectively position Uganda as an outstanding destination in the world.

DUTIES AND RESPONSIBILITIES:

1. Develop and implement a marketing strategy approved for implementation
2. Manage and coordinate all marketing, advertising and promotional activities
3. Conduct market research to determine market requirements for existing and future products
4. Analyze customer research, current market conditions and competitor information and advice management
5. Develop and implement marketing plans for new and existing products
6. Expand and develop marketing platforms including social media platforms
7. Monitor, review and report on all marketing activities, results and out comes
8. Monitor industry marketing best practices worldwide
9. Create and manage a calendar of events such as webinars, conferences and thought leadership contributions
10. Perform any other duty as assigned from time to time.

QUALIFICATIONS AND EXPERIENCE

- Honors Bachelor's Degree in Business Administration (Marketing), Marketing, Tourism
- Must possess a Postgraduate qualification in marketing.
- Must be a member of the Chartered Institute of Marketing (CIM)
- Must have at least Five (5) years' experience in a marketing department of a large and successful private or public organization with two (2) years at senior officer level.

SKILLS AND COMPETENCIES



- Technical marketing skills
- Communication and presentation skills
- Public speaking
- Coordination skills
- Analytic skills
- Creativity
- Planning and budgeting
- Team building.
- Digital marketing skills Experience with computers, presentations, spreadsheets and online or social media marketing.



JOB TITLE: EXECUTIVE ASSISTANT TO THE CEO
DEPARTMENT: OFFICE OF THE CEO
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: CHIEF EXECUTIVE OFFICER
SUPERVISES: NONE
AGE: NOT ABOVE 35 YEARS.

MAIN PURPOSE OF THE JOB:

To provide support and assistance to the CEO and ensure effective use of time and productive interactions with stakeholders through office management, communication liaison, information preparation, and proper records management and data analysis.

KEY DUTIES AND RESPONSIBILITIES:

1. Organizing and managing the day-to-day running of the Chief Executive Officer's affairs and to ensure the provision of high-quality support.
2. Devising and maintaining office systems, including data management and filing;
3. Arranging travel, visas and accommodation and, occasionally, travelling with the CEO to take notes or dictation at meetings or to provide general assistance during presentations;
4. Screening phone calls, enquiries and requests, and handling them when appropriate;
5. Acting as a liaison officer with the external stakeholders like Line ministry officials, Board members, Donors among others.
6. Managing schedules to enhance effective time management and coordinates activities, prioritizes appointments and reschedules where necessary.
7. Managing, prioritizing, screening and monitoring the Chief Executive Officer's correspondence, including calls, emails, posts, and fax and ensures that they are dealt with appropriately.
8. Ensuring that relevant information is gathered and prepared to brief the Chief Executive Officer for meetings, trips, and events.
9. Ensuring all outgoing correspondence, reports, submissions and briefings submitted to the Chief Executive Officer conform to the organization's presentation, style, format and content protocols.
10. Perform any other official duties as may be assigned by the CEO from time to time.

QUALIFICATIONS AND EXPERIENCE

- He/she should possess an Honors' Bachelor's Degree in Administration/Management /Secretarial studies or Tourism from a recognized University.



- He/she should have at least three (3) years working experience in a similar appointment from a reputable institution. Training in corporate governance is an added advantage.

SKILLS AND COMPETENCIES

- Excellent written and verbal communication and interpersonal skills are prerequisites.
- High levels of discipline.
- Excellent multitasking abilities.
- Team work abilities.
- Professionalism, integrity and honesty.
- Time management and ability to often work under pressure



JOB TITLE: LEGAL OFFICER
SALARY SCALE: T5
DEPARTMENT: OFFICE OF CHIEF EXECUTIVE OFFICER
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: LEGAL & CORPORATE SECRETARY
SUPERVISES: NONE
AGE: NOT ABOVE 30 YEARS

MAIN PURPOSE OF THE JOB:

To assist the Head-Legal in the provision of legal and corporate services.

DUTIES AND RESPONSIBILITIES:

1. Draft contracts, briefs, notices, memoranda, circulars, correspondence, orders, reports, and other legal forms
2. Prepares routine letters (i.e. demand or inquiry) to delinquent parties
3. Conduct preliminary study of cases submitted to the staff arising from infractions of the law, makes preliminary decisions about actions to be taken and prepares drafts for submission to superior
4. Check documents or papers for compliance and correctness
5. Conduct legal research and preliminary investigation (trial type) on administrative cases
6. Conduct arbitration and mediation services for delinquent parties pursuant to Alternative Dispute Resolution of the Supreme Court
7. Provide legal advisory, ensure compliance and counselling on other official matters
8. Perform other functions that maybe assigned by the supervisor from time to time;

QUALIFICATIONS AND EXPERIENCE

- Honors Bachelor's Degree in Law from a recognized University with a bias in Commercial Law or Environmental Law or company Law.
- Post Graduate Diploma in Legal practice from LDC.
- Must be a registered Member of the Uganda Law Society with a valid legal practice certificate
- At least three (3) year Legal Practice experience as an advocate of the High Court of Uganda and subordinate courts in a busy reputable Public or Private Organization or Firm.

SKILLS AND COMPETENCIES

- Computer literacy is a must.



- Knowledge of the Tourism Act 2008 and other relevant laws is a must.
- Must possess a valid Legal Practicing Certificate.
- Must possess a Certificate of Enrolment for the list of advocates of the High Court of Uganda.
- Ability to interpret and apply applicable laws.
- Ability to work with minimum supervision.
- Confidentiality.



TITLE: MARKETING OFFICER
SALARY SCALE T5
DEPARTMENT: MARKETING DEPARTMENT
DUTY STATION: UTB HEADQUARTERS
REPORT TO: SENIOR MARKETING OFFICERS
SUPERVISE: DRIVER/GUIDES
AGE: NOT ABOVE 35YEARS

PURPOSE OF THE JOB

Responsible for all marketing strategies, initiatives and activities within the organization, provides support and feedback on major marketing projects to the marketing manager.

DUTIES AND RESPONSIBILITIES:

1. **Research:** To undertake market research so as to fully understand the consume behavior of potential visitors in a market. This will involve accessing research and media monitoring reports published by reputable institutions
2. **Planning;** to design and implement a marketing plan for a geographical segment. The Officer will be expected to draft quarterly and annual plans for the assigned market/markets, to position Uganda as an attractive destination in an assigned geographical segment
3. **Execution;** To design and implement special campaigns aimed at reaching large numbers, engaging interested persons and finally driving numbers from those markets to Uganda
4. **M&E:** to establish effectiveness and efficiency of tourism marketing campaigns used by measuring numbers reached and engaged in all activations
5. **FAM Trips;** the officer shall be responsible for identifying journalists and influencers with large followings in the source markets and arranging FAM trips for such persons to visit Uganda to leverage media space so as to reach large numbers. Similarly, the officers shall be in charge of identifying high-volume buyers, and arranging FAM Trips for such persons to visit and experience Uganda so as to include and recommend it in their catalogues
6. **Business to business Meetings;** the Officer shall be in charge of organizing B2B events to link Uganda's tour operators and private sector to tour operators based in source markets
7. **Social Media;** the Officer shall be in charge of boosting appropriate promotional material in source markets to reach millions of potential visitors and thereafter engaging interested persons until they decide to visit Uganda. Officers shall be expected to link interested parties to the Association of Tour Operators



8. **Visibility;** the officer shall create and develop new innovative ways of communicating the brand promise of destination Uganda and the products Uganda has to offer
9. Perform any other duty as assigned from time to time.

QUALIFICATIONS AND EXPERIENCE

- Honors Bachelor's Degree in either Business Administration, Marketing or Tourism.
- Must possess a Postgraduate qualification in Marketing.
- At least five (5) years' working experience in marketing and promotions in a busy and large private or public sector organization with a track record of success in marketing.
- Experience with computers, presentations, spreadsheets and online or social media marketing is required. Officers should have an understanding of segmentation, targeting, positioning and hierarchical models of marketing.

SKILLS AND COMPETENCIES

- Effective communication and analytical skills
- Market research
- online social media marketing
- Relationship management
- Public speaking
- Monitoring and evaluation



JOB TITLE: DRIVER GUIDE
DEPARTMENT: MARKETING
DUTY STATION: UTB HEADQUARTERS
REPORT TO: SENIOR MARKETING OFFICER
SUPERVISE: NONE

MAIN PURPOSE OF THE JOB

Responsible for driving, servicing, cleaning organizational vehicles, ensuring their safety and maintenance.

DUTIES AND RESPONSIBILITIES

1. Keeping the assigned vehicles free from damage and in good running condition.
2. Ensuring that the vehicle is clean consistently.
3. Ensuring that the vehicle is always parked in a proper and safe condition prior and during use and accept responsibility to report any damage or mechanical malfunctions that exist.
4. Keeping and having safe custody of the vehicle documents and keys.
5. Keeping the assigned vehicles free from damage and in good running condition.
6. Ensuring that vehicle is clean consistently.
7. Driving as instructed and ensuring safety of passengers and contents
8. Preparing monthly and periodic reports on vehicle status and recommendations for repair and maintenance.
9. Complying with Traffic Regulations and procedures.
10. Ensuring that the vehicle is fueled at all times, have correct levels of lubricants and that tyres have the recommended pressure level at all times.
11. Carrying out any other official duties assigned by their supervisor from time to time and any other legible responsibility as assigned to them by their superiors.

QUALIFICATIONS AND EXPERIENCE

- Ordinary level or Advance Level Certificate of Education with at least 4 passes at O level. A valid Driving Permit minimum class CM is a must.
- A copy of a Certificate of good conduct is required and possession of defensive driving certificate is an added advantage.
- He/she must have at least five (5) years of accident free proven experience with a reputable Organization.

SKILLS and COMPETENCES:



- Time Management
- Cleanliness
- Interpersonal skills



JOB TITLE: ACCOUNTANT
SALARY SCALE: T5
DEPARTMENT: FINANCE
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: SENIOR ACCOUNTANT
SUPERVISORS: STORES OFFICER
AGE: NOT ABOVE 35 YEARS

MAIN PURPOSE OF THE JOB:

To ensure proper maintenance of financial records for timely production of reports to Management.

DUTIES AND RESPONSIBILITIES

1. Reviewing financial returns for accuracy and completeness before inputting them into the financial/accounting System.
2. Ensuring compliance with the laid down financial regulations.
3. Posting financial data generated on monthly basis.
4. Preparing all journals to ensure that they are input in the financial/accounting system.
5. Generating public financial reports and submitting them to users in a timely manner.
6. Reviewing cash books and preparing monthly bank reconciliations on a timely basis.
7. Generating records for VAT returns.
8. Perform any other duties assigned by the Management Accountant from time to time.

QUALIFICATIONS AND EXPERIENCES

- Honors Degree of Commerce (Accounting option) or Business Administration (Accounting option) or a related accounting degree from a recognized University.
- Possession of ACCA or CPA is a must.
- Knowledge in computerized accounting packages, especially Sun System Spreadsheets and other IT skills would be extremely desirable.
- She/he must have gained over three (3) years' experience in accounting from a reputable organization.

SKILLS AND COMPETENCIES

- Good knowledge of the principles and practices of running a government body or an agency like UTB, and the rules and procedures that govern Uganda Tourism Board.
- Should possess an excellent understanding of accounting principles and computer skills in accounting software.
- Should be a good team player.



JOB TITLE: ACCOUNTS ASSISTANT
DEPARTMENT: FINANCE
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: ACCOUNTANT
SUPERVISES NONE
AGE NOT ABOVE 35 YEARS

MAIN PURPOSE OF THE JOB

To review returns and ensure the accuracy, completeness and compliance with the approved financial management policies and procedures.

DUTIES AND RESPONSIBILITIES:

1. Reviewing monthly returns and ensuring that all income and expenditure items are properly coded and analysed in respective cash books and reporting exceptions.
2. Raising journal entries and inputting journals onto the computerised accounting system.
3. Data entry into the financial and accounting system of all payments vouchers and receipt books in a timely manner.
4. Generating detailed monthly and quarterly reports
5. Reviewing cash books and preparing monthly bank reconciliations on a timely basis.
6. Perform any other official duties assigned from time to time.
7. Receive goods & issue from stores to users and maintaining stores records.
8. Maintain a register of assets, plant, equipment and vehicles.
9. Replenish store items in accordance with re –order levels of various store items.
10. Maintaining stock ledger books for each item on the IFMS.

**QUALIFICATIONS:**

- Should possess a Diploma in Business Studies from a recognised University or its equivalent Institution.
- Possession of a Degree in Business Administration, Business Studies or Commerce will be an added advantage.
- Knowledge in computerised accounting packages and other IT skills would be extremely desirable.
- Should have gained over three (3) years' experience in financial management accounting from a reputable Organization.

COMPETENCES:

- Good knowledge of the principles and practices of running a government body or an agency like UTB, and the rules and procedures that govern Uganda Tourism Board.
- Should possess an excellent understanding of accounting principles and computer skills in accounting software.
- Should be a good team builder and a careful analytical person who is able to guide a Directorate to successful accomplishment of the financial objectives.



JOB TITLE: PLANNING OFFICER
SALARY SCALE T5
DEPARTMENT: FINANCE & PLANNING DEPARTMENT
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: FINANCE AND PLANNING MANAGER
SUPERVISES: NONE
AGE: NOT ABOVE 35 YEARS

MAIN PURPOSE OF THE JOB

Coordinate planning and build the capacity of all departments to prepare appropriate proposals, work plans and budgets and provide required information for budgeting and spearhead the implementation of strategic plan and all other plans of UTB.

DUTIES AND RESPONSIBILITIES:

1. Participate in developing key performance indicators for the institution
2. Prepare the institution's annual and quarterly budgets and plans
3. Co-coordinate the timely and appropriate UTB strategic plan plus other management plans and budgets outlining key activities to be undertaken to make Uganda a preferred tourist destination.
4. Preparing monthly, quarterly and annual reports on tourism developments for the organization.
5. Develop systematic and realistic monitoring plans that capture quantitative and qualitative data to report on strategic program performance indicators.
6. Participates in the development of strategic and operational plans.
7. Performs any other duties as may be assigned by the Superiors.

QUALIFICATION AND EXPERIENCE

- Honors Bachelor's Degree in either statistics, economics, business studies from the recognized university.
- Post graduate training in any of the above is an added advantage.
- At least three years' working experience in planning, in a preferably in the tourism sector in Uganda.
- The successful candidate must also demonstrate experience in project management, strategic planning and budgeting and performance management.

SKILLS AND COMPETENCIES

MS Excel and PowerPoint is a must. Knowledge in MS Access and data mining will be an advantage



- Strong organizational, analytical, presentation and time management skills
- Superior Written and Verbal Communication
- Adaptability
- Responsiveness
- Research Skills
- Analytical Skills
- Problem Solving
- Creativity
- Ability to Work Independently and as Team



JOB TITLE: ADMINISTRATIVE ASSISTANT
LOCATION: UTB HEADQUARTERS
REPORTS TO: HUMAN RESOURCE AND ADMINISTRATION MANAGER:
SUPERVISES: DRIVERS (TRANSPORT), OFFICE ASSISTANT
SALARY SCALE UTB 5
AGE: NOT ABOVE 30 YEARS

MAIN PURPOSE OF THEJOB

To provide office support services in order to ensure efficiency and effectiveness within the Organization.

Duties and Responsibilities

1. Shall be in-charge of general fleet management/ supervision of UTB vehicles
2. Shall work hand in hand with the drivers to ensure that all vehicles are in sound operational conditions
3. Ensure the maintenance and safety of all UTB infrastructure, equipment and assets.
4. Shall ensure all the UTB offices are kept in clean and sound state.
5. Allocation of vehicles and fuel to ensure timely activity implementation and ensure that the organization is not defrauded through fuel siphoning and related malpractices
6. Shall ensure the supervision of drivers and office assistants.
7. monitor vehicle insurance licensing and expiry and ensure timely renewal of all vehicles insurance licenses both at head Offices and in the field
8. Prompt and receipt of vehicle accident reports and compile required information for submission to insurance, obtain relevant papers to enable quick compensation
9. Any other duty assigned to him or her from time to time

PERSONS SPECIFICATIONS

QUALIFICATIONS:

Honors Bachelor's Degree in Business Administration or Public Administration or Social Sciences from a recognized University

EXPERIENCE:

Must have gained three (3) years relevant experience from a reputable Organization.

COMPETENCES:

- Management skills
- Equipment maintenance skills
- Administrative skills



JOB TITLE: OFFICE ASSISTANT
DEPARTMENT: HR & Administration
DUTY STATION: UTB HEADQUATERS
REPORTS TO: HR MANAGER
SUPERVISES: NONE
AGE: NOT ABOVE 35 YEARS

MAIN PURPOSE OF THE JOB:

To provide administrative support services to the organization

DUTIES AND RESPONSIBILITIES:

1. Prepare and serve tea on time, keep the facility clean and maintain hygiene.
2. Observe time management, act fast, and take instructions.
3. Project/portray the good image of the Organization.
4. Performing any other duties related to the field as may be assigned by superior.

QUALIFICATION AND EXPERIENCE

He/she should have UACE and must have passes in English language and Mathematics at O level.

.SKILLS AND COMPETENCIES

- Time management.
- Interpersonal skills



JOB TITLE: CLASSIFICATION AND REGISTRATION OFFICER
SALARY SCALE T5
DEPARTMENT QUALITY ASSURANCE
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: MANAGER QUALITY ASSURANCE
SUPERVISES NONE

JOB SUMMARY

The Classification and Registration Officer is responsible for ensuring compliance with all regulatory requirements by enforcing and monitoring standards through registration of all tourism enterprises.

RESPONSIBILITIES

1. Develop, maintain, and administer an efficient and effective classification and registration Management System for the tourism sector in Uganda.
2. Provide guidance in all aspects of classification and registration activities in line with the current global standards.
3. Identify standards gaps in the sector and propose standards to bridge these gaps.
4. Creating and implementing activities that ensure that all accommodation facilities, tour and travel companies, restaurants and tour guides comply with regulatory requirements.
5. Carry out countrywide classification and registration of all accommodation facilities, tour and travel agencies, restaurants, and tour sites.
6. Oversee the formal classification and grading accommodation facilities and standalone restaurants and ensure compliance with classification statutory requirements.
7. Engage in proactive relationships with other government compliance and standards agencies and the private sector to facilitate the advancement of the institution's objectives.

QUALIFICATIONS AND EXPERIENCE

- He/she should have a Bachelor's Degree in the Business Administration or Tourism or Hospitality or Management from a recognized University.
- At least 3 years of working experience in Quality Assurance, Tourism and hospitality sectors.
- Must have deep knowledge tourism and hospitality's industry standards and regulations.

SKILLS AND COMPETENCIES

- Proven experience as a tourism and hospitality inspector
- Excellent knowledge of reporting procedures and record keeping
- Methodical and diligent with outstanding planning abilities
- An analytical mind able to "see" the complexities of procedures and regulations



- PC experience with Microsoft Office applications (Outlook, Word, Excel, Visio, Microsoft Project, Power Point)
- Excellent communication (written and verbal) and presentation skills



JOB TITLE: LICENSE AND INSPECTION OFFICER
SALARY SCALE T5
DEPARTMENT QUALITY ASSURANCE
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: MANAGER QUALITY ASSURANCE
SUPERVISES NONE

PURPOSE

To conduct inspection and licensing of tourism enterprises and services in Uganda.

DUTIES AND RESPONSIBILITIES

1. Develop, maintain, and administer an efficient and effective registration and licensing process in compliance with statutory regulatory requirements and industry recognized best practices for the tourism sector in Uganda.
2. Provide guidance in all aspects of quality assurance activities related to registration, and licensing.
3. Carry out the Inspection and licensing of all accommodation facilities, tour and travel agencies, restaurants, tour sites and tour guides to ensure compliance with regulatory requirements.
4. Engage in proactive relationships with other government licensing authorities and the private sector to facilitate the advancement of the institution's objectives.
5. Develop and implement and ensure compliance with statutory standards and guidelines for tourism facilities and enterprises in Uganda.
6. Establishment and maintain a database of Tourism facilities and enterprises.
7. Any other related duties that may be assigned from time to time.

QUALIFICATIONS AND EXPERIENCE

- He/she should have a Bachelor's Degree in the Business Administration or Tourism or Hospitality or Management from a recognized University.
- At least 3 years of working experience in Quality Assurance, Tourism and hospitality sectors.
- Must have deep knowledge tourism and hospitality's industry standards and regulations.

SKILLS AND COMPETENCIES

- Proven experience as a tourism and hospitality inspector
- Excellent knowledge of reporting procedures and record keeping
- Methodical and diligent with outstanding planning abilities
- An analytical mind able to "see" the complexities of procedures and regulations
- Excellent communication skills



- PC experience with Microsoft Office applications (Outlook, Word, Excel, Visio, Microsoft Project, Power Point)
- Excellent communication (written and verbal) and presentation skills



| | |
|----------------------|-------------------------------------|
| JOB TITLE: | RESEARCH AND M&E OFFICER |
| SALARY SCALE | T5 |
| DEPARTMENT: | QUALITY ASSURANCE DEPARTMENT |
| DUTY STATION: | UTB HEADQUARTERS |
| REPORTS TO: | MANAGER – QUALITY ASSURANCE |
| SUPERVISES: | NONE |
| AGE: | NOT ABOVE 30 YEARS |

JOB PURPOSE

To design and implement an effective Monitoring and Evaluation system for the Organization while running the support function of research, collecting, analysing and disseminating demand-driven knowledge in tourism.

DUTIES AND RESPONSIBILITIES:

1. Design and develop monitoring and evaluation framework.
2. Develop and implement systematic and realistic monitoring plans that capture quantitative and qualitative data to report on strategic program performance indicators.
3. Monitor and evaluate the implementation of all work plans, budgets, Management and Board of Directors decisions.
4. Undertaking training of staff in basic skills, concepts and approaches in monitoring and evaluation and participatory approaches.
5. Prepare and disseminate organization performance periodic reports.
6. Participates in the development of strategic and operational plans.
7. Participates in the process of carrying out Strategic Plan and reviews and evaluations.
8. Undertake research using appropriate tools with the aim of providing information and analysis on tourism-related issues
9. Undertake customer satisfaction surveys, analyze complaints from visitors and communicate with partners to find solutions to the same.
10. Provide information on what research is already available in tourism
11. Contribute to the preparation and delivery of UTB performance reports
12. Performs any other duties as may be assigned by the Superiors.

QUALIFICATION AND EXEPERIENCE

- Honors Bachelor's Degree in statistics or Economics, Social Sciences, and development studies or its equivalent.



- Possession of a Post Graduate Diploma in Monitoring and Evaluation is a must.
- At least three (3) years working experience in Monitoring and Evaluation and applied Research in busy private or public organization.

SKILLS AND COMPETENCIES

- Planning
- Monitoring and Evaluation
- Research skills
- Team building
- Leadership and supervision skills
- Training skills
- Communication and analytical skills.
- Computer skills
- Statistical analysis skills.
- Writing and presentation skills



JOB TITLE: PRODUCT DEVELOPMENT & INVESTMENT OFFICER
SALARY SCALE T5
DEPARTMENT: QUALITY ASSURANCE DEVELOPMENT
DUTY STATION: UTB HEADQUARTERS
REPORTS TO: MANAGER MARKETING
SUPERVISES: NONE
AGE: NOT ABOVE 30 YEARS

MAIN PURPOSE OF THE JOB:

To develop and implement a product development plan aimed at diversifying tourism products to increase length of stay and expenditure by tourists and promote tourism investment in the sector as spelt in the Tourism Act [2008].

DUTIES AND RESPONSIBILITIES

1. Liaise with tourism partners, to assist in the development and production of appropriate products and services that align with UTB's marketing approach
2. Carry out researching on the viable tourism products and investment opportunities in the tourism industry in the Country
3. Developing detailed business plans and proposal for viable investment opportunities in tourism with approaches on how to support the private sector investors
4. Identifying private sector challenges in the tourism industry propose approaches to tackle them
5. Identify global target groups and niche markets and work with industry partners to assist in the development of products and services that meet the demands of these markets
6. Assist in ensuring that appropriate mechanisms are in place for all product development initiatives undertaken
7. Work with tourism partners to assist in broadening the diversity of tourism products and services offered and available
8. Assist in providing timely information on product and service development offerings to stakeholders
9. Carry out any other duties related to the above as assigned from time to time.

QUALIFICATION AND EXPERIENCE

- Honors' Bachelor's Degree in Business Administration or economics.
- A Post Graduate Diploma in Business Administration or project planning or Economics is an added advantage.
- Possession of a Master's Degree in the above or related field is an added advantage.



- At least three (3) years of progressive working experience in product development and investments in a busy private or public Organization.

SKILLS AND COMPETENCIES

- Ability to work with minimum supervision.
- Excellent analytical, financial and presentation skills.
- Excellent report writing skills.
- Strong interpersonal, communication and negotiation skills.
- Excellent Customer care skills.
- Should have keen interest in research, marketing and business development.

Mode of Application: Interested and eligible Ugandans who meet the set requirements are invited to apply.

An application letter with detailed Curriculum Vitae (functional email, telephone contact and postal address), plus copies of all academic certificates and transcripts, copy of valid National Identity Card and the contact details (telephone, postal and email addresses) of three competent referees should be sent by courier or hand delivered to the address below **by 5:00pm on Friday 13th July 2018**.

Chief Executive Officer

UGANDA TOURISM BOARD

Plot 42, Rotary Avenue (Lugogo Bypass)

6th Floor, Lugogo House,

P.O. Box 7211 Kampala,

Tel: +414-342196/7

Please note that only shortlisted candidates will be contacted. Any form of lobbying will lead to automatic disqualification.