



The Lao Association of Travel Agents (LATA) has a vacancy for a **Project Manager**

Responsibility

This senior post has primary responsibility for implementing an annual workplan for LATA involving training and business development of the association's member travel agents, advocacy, market research, joint marketing and public relations campaigns and encouraging the development of sustainable tourism. The post is for two years with the possibility of renewal. It is based in Vientiane with travel requirements throughout Lao PDR. The post will be funded by the European Union's Asia-Invest Programme entitled 'Marketing Responsible Tourism in Laos', in co-operation with SNV.

Reporting

This post will report to the directors of LATA through its president. The post-holder will also be responsible for preparing project progress reports to the European Commission.

Key activities

Key activities will be as follows:

- o managing the implementation of an EU-funded Asia-Invest Programme entitled 'Marketing Responsible Tourism in Laos', in co-operation with SNV;
- o ensuring the maintenance of accurate books and records of LATA including minutes, workplans and keeping financial records;
- o supervision of LATA staff;
- o helping to organise LATA board meetings;
- o commissioning and undertaking training and knowledge development programmes for LATA-member travel agents throughout Lao PDR;
- o encouraging the development of LATA membership;
- o controlling, through detailed terms of reference, all out-sourced activity such as training, country-specific or product-specific promotional campaigns, research assignments, branded advertising, branded publications, the branded LATA internet site and branded exhibition stand design;
- o updating the LATA website (www.latalaos.org);
- o active participation in marketing planning and joint promotion with the Lao National Tourism Administration (LNTA);
- o maximising travel agent participation in LNTA marketing;
- o building relationships with the travel trade in Lao PDR, including the organization of workshops and seminars; and
- o other activities as requested by the President of LATA.

The post holder will be expected to work unsocial hours, including evenings and weekends.

Minimum essential requirements

Candidates for this post must meet the following criteria:

- o Qualifications: A degree in marketing, business administration, tourism or other related discipline.
- o Experience and other skills: At least three years' proven experience of project administration and training; fluency in written and spoken English and Lao and extensive IT competency (Word, Excell, PowerPoint).
- o Lao nationality.

Desirable requirements

Special consideration will be given to candidates who can demonstrate the following:

- o experience of business development organizations or business associations or travel agency management;
- o good communication and leadership skills;
- o experience of EU, UNDP or similar agency administration; and
- o A good understanding of tourism and travel trade operations, ideally gained in a travel agency or tour operator environment and an understanding of the principles of sustainable tourism.