



Job Description

Location:	US National Office
Salary Range:	US\$ 150,000 - \$ 206,000 PER ANNUM
Title:	US General Manager
Department:	Cayman Islands Department of Tourism -US National Office
Reports To:	Deputy Director, International Marketing & Promotions

JOB SUMMARY:

Reporting to the Deputy Director International Marketing and Promotions, the US general manager (GM) is an integral part of the Cayman Islands Department of Tourism (CIDOT) team, including Head Office, US Colleagues and Agency Partners. US GM oversees the entire operational aspects of the destination marketing activities within the US and ensures that appropriate administrative support systems, policies and procedures are executed in accordance with the Cayman Islands laws and regulations to guide the office operations to ensure compliance in both the Cayman Islands and US.

KEY RESPONSIBILITY AREAS

- Oversees execution of:
 - Annual advertising & promotion planning activities
 - Digital, AI and emerging technology solutions areas
 - Internet & direct marketing
 - Research, data analysis & reporting
 - US industry relations
 - Ensuring brand management and development with CIDOT brand standards
 - Management and development of staff
 - Operations, administrative, financial management and compliance in accordance with the Cayman Islands' and US law regulations
 - Relationship management with affinity groups, wholesalers and all other important US stakeholder groups

ESSENTIAL JOB FUNCTIONS include the following. Other duties may be assigned.

- Working with the Deputy Director (International Marketing & Promotions) to develop the US national marketing & sales promotion strategies
- Executing the US sales & promotion strategies
- Providing support to the Deputy Director (International Marketing & Promotions) with agency management in the US (including advertising, media and romance market initiatives)
- Providing support to the Manager of Public Relations with the Public Relations Agency

- Providing day-to-day management of the Marketing Specialists and indirect management of the Finance and Administrative staff in the US National Office
- Researching and developing strategies and plans that identify marketing opportunities for existing and new market developments
- Driving commercial awareness and being aware of how Cayman Islands fits into the wider travel industry, and tracking what competitors are doing differently. Following industry news, considering how developments in the wider world will affect travel. Proactively escalating to senior leadership effectively to adjust as market shifts
- Supporting efforts to champion Diversity, Equity and Inclusion (DEI) best practices within the Department and consider Multicultural and diverse audiences as part of overall National Marketing & Sales Promotion Strategies
- Supporting professional development of direct reports – including areas such as performance management, motivation, assignment of professional development courses, performance & team member supervision accountability and leadership skills
- Managing the process for feedback and approvals from all relevant CIDOT internal team members for creative (ads/collateral etc) and forwarding to Advertising Agency
- Managing the process for the direct marketing database information
- Providing the leadership required to manage and motivate the US team to deliver the annual marketing plan and achieve the corporate objectives
- Liaising with Head Office HR and ensuring compliance in all Human Resources matters
- Assisting in the responsibility for the operations and administration of the Department's US operations
- Monitoring US Visitor Arrivals, reporting on variances each month
- Monitoring, analyzing and reporting on the leads database as captured and entered by the marketing field team
- Assisting Deputy Director International Marketing and Promotions with preparation of US marketing and sales strategy, plan and budget
- Analyzing territory performance and directing information to, from and within sales team and support staff
- Abiding by and leading the wider CIDOT US team to follow the Cayman Islands Procurement Law, policies and procedures alignment, practice and accountability vertically integrated in all aspects of commissioning of services and products
- Ensuring policies, procedures and operational activity of the team is compliant with applicable laws and with Cayman Islands Government (CIG)/Department of Tourism (DOT) Finance, Human Resources and Admin Policies and Procedures.
- Ensuring the CIDOT brand and image is represented in a highly professional manner and always positively reflects the values of the CIG and its people
- Takes on additional responsibilities as needed

JOB QUALIFICATIONS AND SPECIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required to perform this job satisfactorily and successfully. Reasonable accommodation(s) may be made to enable individuals with disabilities to perform the essential functions.

Essential:

- Bachelor's degree in marketing, business administration, travel and hospitality or a related field of study
- At least 10 years of working experience in a senior management position within the tourism or travel-related industry
- Prior experience marketing to multicultural and / or diverse audiences
- Excellent leadership, project management and supervisory skills

- Strong organizational skills with demonstrated ability to structure organizational unit to meet the changing demands of the marketplace and build and maintain sales teams in dispersed locations
- Computer proficiency in common software applications, including Microsoft Office (e.g., Word, Excel, PowerPoint and database software)
- Detail-orientated and highly organized
- Expertise in managing budgets and analyzing market & sales data
- Digital skills and an ability to use and leverage technology and digital tools to enhance work and performance of teams, agencies and stakeholders' success
- Ability to access, process, and share information and data online and offline
- Outstanding customer service delivery and satisfaction skills to internal and external stakeholders
- Enthusiasm and dedication to organization, all professional partners, on-island stakeholders and wider government bodies
- Adaptability, flexibility and ability to remain calm in emergencies, manage difficult customers, respond to spur-of-the-moment requests, manage a crisis, navigate unpredictable working patterns
- Excellent written and verbal communication skills
- Strong presentation skills and experience
- Hands-on leadership approach with ability to lead by example to achieve strategic goals
- Ability to multi-task and achieve results
- Positive team player and destination ambassador
- Staying up-to-date and relevant on emerging technologies and market solutions

Desired:

- Master's degree in business or related area
- Prior experience marketing within a public sector or nonprofit organization
- Prior experience engaging in DEI strategy, programming or management
- Completed sales team leadership training
- Knowledge of the operation of a foreign government entity within the US
- Prior international work experience

Equal Opportunity Employer

CIDOT is committed to creating a diverse work environment and is proud to be an equal opportunity employer. We do not discriminate based on race, color, national origin, sex, gender identity, religion, sexual orientation, age, disability, parental status, veteran status, or any other protected status under applicable laws. We encourage individuals of all backgrounds to apply. If you are a qualified candidate with a disability and require a reasonable accommodation to complete this application, please e-mail us directly at recruitment@caymanislands.ky.

NOTE: This is not a CIG civil service post, and the successful applicant will be offered a fixed term contract. The location of work for this post is New York, New York, US. Where the successful applicant relocates to the US for the purpose of taking up this post, all relocation, transport, accommodation, and other similar expenses are the responsibility of the successful applicant.

The successful applicant must have the right to work and reside in the US.

Salary is paid in US Dollars.

Deadline for receipt of resume: 23rd October 2026