**Government of Pakistan**

**Cabinet Division**

**Islamabad**

**PAKISTAN TOURISM DEVELOPMENT CORPORATION,** a Public Sector Company, functioning under the administrative control of the Cabinet Division is looking for a full-time Managing Director (MD-PTDC)   
(SPPS-II) to lead the organization during this exciting time of growth of Pakistan’s Tourism Industry. The individual should be thoroughly professional and experienced in destination marketing having the requisite qualifications, eager to lead a dynamic team of tourism professionals and be passionate regarding Pakistan’s tourism potential and the related tourism opportunities.

**1. CITIZEN & AGE LIMIT**

Pakistani Citizen with maximum age of 61 years as on closing date of submission of applications.

**2. EDUCATIONAL QUALIFICATION & EXPERIENCE**

* Bachelor (Hons) / Masters or higher degree in Marketing, Management, Aviation, Travel, Tourism and Hospitality or related field from HEC recognized University with minimum of 15 years’ professional experience in the relevant field.
* Candidates belonging to any of aforesaid sectors, having professional experience in marketing operations, promotions and management, will be considered.
* Must meet the fit and proper criteria as outlined in Public Sector Companies (Corporate Governance) Rules, 2013.

**3. KEY SKILLS/ ABILITIES**

* Strong knowledge of the tourism industry including national/ international stakeholders;
* Excellent organizational skills with the ability to handle and coordinate multiple projects;
* Strong communication skills across all levels
* Must be a computer literate and has the ability to work in a tech savvy environment;
* In-depth knowledge of HR and financial management in public or private sector.
* Persons having knowledge / research in tourism sector shall be given preference.

**4. PAY PACKAGE & CONTRACT**

* Remuneration package as approved.
* The appointment will be made purely on merit and contract basis for a maximum period of three years.

**5. INSTRUCTIONS**

* Applicants should submit their applications on prescribed form, along with related educational/ experience documents, CNIC, passport size photograph should reach the office of the undersigned within fifteen (15) days after the publication of the advertisement.
* In case of selection, the candidate working in Government Department or Autonomous or Semi-Autonomous Bodies will have to resign or seek retirement before joining the new assignment.
* Application form, TORs, job descriptions, criteria etc. and detail of SPPS-II can be downloaded from Cabinet Division website [www.cabinet.gov.pk](http://www.cabinet.gov.pk) and PTDC website [www.tourism.gov.pk](http://www.tourism.gov.pk).
* Incomplete applications, hand-written applications without prescribed form/ documents and late submissions will not be entertained.
* Only Eligible candidates will be called for interview.
* No TA/DA shall be admissible for interview.

**Deputy Secretary (Org-I)**

Cabinet Division, 3rd Floor, Cabinet Block, Cabinet Secretariat, Islamabad.

Tel: 051-9103515

**Government of Pakistan**

**Cabinet Division**

**Islamabad**

**Application form for the post of Managing Director, PTDC**

**Photograph**

1. Post Applied for\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Father’s Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Date of Birth \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Nationality \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. CNIC No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. National Tax No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. Full mailing address (with telephone & Mobile No. and Email address)

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1. Educational Qualification (From Bachelor’s degree onward)

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| --- | --- | --- | --- | --- | --- |
| Sr. No. | Course | Subjects | University/ institute | Year of passing | Division/ Grade |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

1. Professional Qualification (Certificate / Diplomas related to tourism sector)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No. | Course | Subjects | University/ institute | Year of passing | Division/ Grade |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

1. Work Experience

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sr. No. | Organization | Post Held | Period | | Nature of Work/ Area of Specialization |
| From | To |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

1. Fitness and propriety for the job in line with the Fit and Proper Criteria given in Public Sector Companies (Corporate Governance) Rules, 2013 (not more than 500 words):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Strategic vision for improving the performance and financial position as the potential Managing Director of PTDC (not more than 500 words):

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1. Directorship in other companies
2. Past (during last five years) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Present \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. References (Provide at least two references of pervious employers)
5. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Designation \_\_\_\_\_\_\_\_\_\_\_\_ Employer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone No.\_\_\_\_\_\_\_\_\_\_\_ Cell No. \_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Designation \_\_\_\_\_\_\_\_\_\_\_\_ Employer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone No.\_\_\_\_\_\_\_\_\_\_\_ Cell No. \_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: …………………….

Full Name (in Block Letters)

Designation, CNIC Number,

and Full Address

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Note: Any information not provided will render the application incomplete and liable for rejection.).

**Job Descriptions for the post of**

**Managing Director, PTDC**

**Job Objective**

The Managing Director shall be the Chief Executive Officer of the Corporation and will be responsible to the Board of Directors for carrying out the purposes and functions of the Corporation as mentioned in the Memorandum / Articles of Association including matters assigned to the Corporation by the Federal Government from time to time. He will be responsible for formulation, planning, execution and evaluation of policies/ strategies and programs to achieve the Corporation’s goals and objectives and safeguard the interest of the Shareholders. He will plan, execute and evaluate a National Tourism Strategy to promote tourism potential of Pakistan and bring innovation in to the tourism industry of Pakistan.

**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 PTDC’s objectives and priorities.
* Oversee and manage PTDC’s financial budgets, including implementation and supervision of all activities related to the financial aspects in compliance with legislations/ 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 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 national tourism strategy including federal and provincial resource planning to promote PTDC 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 agreement in tourism sector to promote Pakistan’s tourism potential.
* Develop global alliances for projecting Pakistan 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 Pakistan.
* Develop the tourism industry and high standards in line with the national strategy of promoting Pakistan’s image.
* Promote internationally recognized hotel facilities, aviation and sea travel facilities to provide tourist resorts and facilities, highlighting Pakistan’s unique biodiversity, heritage, and environment.
* Coordination with provinces/ regions for formulation 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 Pakistan a preferred tourism destination in Asia.
* Promote Pakistan’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 within Pakistan, building on the development of knowledgeable, skilled, creative and innovative human capital in the tourism and culture sectors;
* Review and enhancement of effective implementation of national and sector-based strategy to support the implementation of the national tourism strategies and plans.

**Key deliverables**

* Work with the Board of Directors on development of strategies, programs and policies to promote tourism;
* Manage, lead and inspire the highly functional staff of the PTDC;
* 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 Pakistan Tourism that will be reviewed by the PTDC Board of Directors every 3-5 yeas 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;
* 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 relationship 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 PTDC 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 hat the PTDC’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 PTDC’s opinion.
* Manage, negotiate and renew any partnership agreement with outside producers and keep the Board of Directors informed on the progress and outcome.
* Manage all contract negotiations with venders for goods and services as approved and budgeted.

**Qualification & Experience**

* Bachelor (Hons)/ Masters or higher degree in Marketing, Management, aviation, travel, tourism and hospitality or related field from HEC recognized university with minimum 15 years’ professional experience in the relevant field.
* Candidates belonging to any of aforesaid sectors, having strong experience in marketing operations, promotions and management, will be considered.
* Must meet the fit and proper criteria as outlined in Public Sector Companies (Corporate Governance) Rules, 2013.

**Key Skills/ Abilities**

* Strategic planning and policy analysis
* Performance monitoring and evaluation
* Corporate governance and communication
* Finance resource planning and management
* Stakeholder relationship management
* Excellent organizational skills with the ability to coordinate multiple projects;
* Strong communication skills across all levels
* Must be computer literate and has the ability to work in a tech savvy environment;
* In-depth knowledge of HRM and financial management in public or private sector.
* Knowledge/ research in tourism sector shall be given preference.

**Key behavioral competencies**

* Visionary and analytical thinking
* Building organizational capability
* Leadership structure
* Innovation and adaptability
* Change management
* Persuasion & influence
* Financial acumen
* Diversity and inclusion
* Problem solving and decision making
* Teamwork & collaboration
* Result oriented
* Strategic thinking
* Accountability

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