

BERMUDA

TOURISM AUTHORITY

Bermuda Tourism Authority
Chief Sales and Marketing Officer

New York, NY



YOUR PARTNER IN GROWTH | Position Overview

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EXPLORE BERMUDA

Bermuda is 21-square miles of natural beauty and colourful island culture. To get a lay of the land, explore the island's three regions – West End, Central Bermuda and East End – and get an overview of the world-renowned beaches dotting its shores.



IMMERSE YOURSELF

Bermuda's beaches are legendary, but beyond the pink sand you'll find a mid-Atlantic island packed with a rare mix of [experiences](#). Go sailing or shipwreck diving, explore ancient caves and subterranean lakes, uncover British colonial heritage in historic towns, celebrate with Gombey dancers, feast on one of the world's best fish sandwiches and wash it all down with one of the island's signature rum drinks.



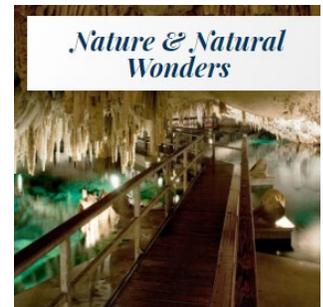
On the Water

On the Water

Cerulean, turquoise, azure – there are many colors to describe Bermuda's brilliant blue water, and even more ways to enjoy it. Set sail on the Atlantic Ocean, paddle around coastal cliffs, ride to hidden coves on a jet ski or take a sunset cruise in the Great Sound. Interested in what lies beneath? Go scuba diving to explore colorful coral reefs and ghostly shipwrecks. Take a whale watching tour in the spring, or fish for wahoo, tuna, rockfish and spiny lobster during season. Or go parasailing for an unforgettable view from above.

Nature & Natural Wonders

Atlantic Ocean waters, pink-sand beaches and rocky coves connect with bays, parks, preserves, marshes, forests, gardens, caves and grottos, providing homes for a huge variety of flora and fauna. From 40-ton humpback whales to colourful lizards and rare birds, Bermuda is teeming with wildlife and natural wonders big and small. Consider this your guide to the island's [natural attractions](#), whether you're looking for major points of interest or secluded scenic hideaways.



Nature & Natural Wonders



Arts, Culture & Entertainment

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Bermuda fuses British charm, African heritage and other influences old and new into a cultural mix that can't be found anywhere else. Historic sites meet modern cultural gems, museums display everything from shipwreck artefacts to contemporary fine art, and music and dance enliven the mood all around the island. You'll come across Gombey dancers at festivals, artisans crafting masterpieces in their studios and musicians jamming the night away at nightclubs and pubs. Feel the pulse of Bermuda and [start exploring](#).



[Sports, Recreation & Spas](#) – Get Active or kick back with a variety of outdoor adventures.

[Shopping](#) – Elegant island fashions to home décor, accessories, arts & fragrances.

[Dining & Nightlife](#) – Known for its delicious seafood and signature rum-based cocktails.

BERMUDA MEETINGS – MAKING EVENTS EXTRAORDINARY

Now there is a renewed energy and excitement about the island as major renovations, new projects and legendary hospitality are paving the way for a next-generation destination to host [meetings](#), conferences and incentive programs. Set apart by its location out in the Atlantic, easy airlift access, the warmth of the people, its natural beauty, along with elegant and elevated style, make Bermuda an ideal destination for guaranteeing lasting memories.



Bermuda's elegant meeting venues come in the form of oceanfront resorts, historic hotels and other unique spaces featuring ballrooms, breakout rooms, onsite dining, spas and more.

[Event Planners and Destination Management Companies](#)

No one knows Bermuda better than on-island destination management companies and event planners. Count on them to offer thorough, professional and creative assistance, from pre-planning through post-event follow-up.



From rentals and audio-visual services to catering, entertainment and transportation, Bermuda's meeting suppliers help you cover all the bases to ensure a smooth, successful event.

ABOUT THE BERMUDA TOURISM AUTHORITY

The BTA is a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination. We partner with the Bermuda government, industry stakeholders and our whole island community to create memorable experiences for more visitors and grow tourism and jobs as a result.

The BTA has four divisions that work collectively to grow the island's tourism economy. They include [Experience](#), [Sales and Marketing](#), [Operations](#) and [Business Intelligence and Technology](#).

The Bermuda Tourism Authority has numerous [Programmes](#) to raise awareness of the island's tourism industry and inspire those working in the sector. Programmes include Bermuda Tourism Summit, Tourism Experience Investment, Tourism Ambassadors, Appreciation and Entrepreneurs and The World Travel & Tourism Council (WTTC) Safe Travels Programme.

MISSION

The Bermuda Tourism Authority consists of four divisions that work collaboratively to develop Bermuda's tourism industry by growing the number of visitors, increasing visitor spending, and nurturing an environment for job creation:

[Experience](#) - The BTA is a dynamic, independent, and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.

[Sales & Marketing](#) - The Sales & Marketing Division focuses on Bermuda's sales and marketing activities to raise awareness of and demand for Bermuda as a destination. It is the guardian and messenger of the Bermuda brand.

[Operations](#) - The Operations Division ensures the smooth daily operation of the BTA, overseeing human resources, finance, information technology, real-estate management, legal and contracting matters.

[Business Intelligence & Technology](#) - The Business Intelligence & Technology Division ensures the Bermuda Tourism Authority is well informed and responsive to its market.

VALUES

The Bermuda Tourism Authority is a dynamic, entrepreneurial and independent tourism experience. Our [Values](#) include:

- Performance & Accountability – We deliver on our promises and obligations
- Passion & Pride – We live the Bermuda Tourism brand
- Leadership & Collaboration – We are catalysts for positive change in Bermuda
- Honesty & Integrity – We try to always do the right thing
- Awareness & Respect – We respect and embrace our differences

To learn more about Bermuda Tourism Authority, click [here](#).

POSITION SUMMARY

The Chief Sales and Marketing Officer (CSMO) sets and executes the sales and marketing strategy of the BTA under the guidance of the CEO and manages the sales and marketing division of the organization. In alignment with the National Tourism Plan, the position is responsible for raising awareness of and demand for Bermuda as a destination in all verticals of the travel business. The CSMO manages the Bermuda brand and the respective agency vendors and partners required to successfully deliver on key organizational performance objectives. The role works synergistically with all divisions of the organization and shall seek, develop and maintain relationships within Bermuda and beyond that benefit the island as a destination, while embracing and promoting the values of the organization at all times. As a member of the Executive team, this role reports to the Chief Executive Officer.

RESPONSIBILITIES

- Develops annual Sales and Marketing Plan, measurable objectives and budgets, designed to satisfy the key goals of the National Tourism Plan, gets appropriate approvals and then implements and manages that plan.
- Manages sales and marketing division including all hiring and termination decisions, employee performance review process, overseas representatives, entities, etc., ensuring sales and marketing is timely, on message, on budget and in accordance with the BTA's strategic plan.
- Updates Board of Directors on sales and marketing performance and activities and alerts to emerging industry trends.
- Identifies aspirations of the defined market segments and communicates said aspirations to the other divisions of the BTA towards achieving the goal that product meets or exceeds the aspirations of the market.
- Collaborates with the CEO and the Bermuda Business Development Agency (BDA) to support the marketing of Bermuda to tourism investors and developers through appropriate channels and engagements.
- Identifies and attends key trade shows and maximizes visibility of Bermuda.

- Develops advertising campaigns that promote the strategic vision of BTA.
- Monitors ROI on all aspects of sales and marketing plan, sets measurable performance metrics and measures success against those metrics; always seeking to enhance BTA performance
- Identifies sales territories, target groups and market segments and delegates responsibilities to department leaders
- Focuses BTA sales and marketing on market segments with most ROI potential.
- Collaborates with Chief Experience Officer (CExO) to provide customer feedback and trends on products, experiences and services to assist with prioritizing product development (e.g. Golf versus spa versus nautical facilities).
- Ensures all sales and marketing content and relevant data is accessible online, accurate and up to date.
- Manages all relationships with supporting agencies, representatives and entities that form part of the team or assist in delivering the objectives of Sales & Marketing.
- Collaborates, where necessary, with government officials to advance strategically important objectives and to facilitate effective execution.
- Seeks out and maintains synergistic relations and partnerships that enhance the reputation of Bermuda, improve awareness, refine image and or increase demand.
- Researches competitors' sales and marketing campaigns and strategies to enhance development of strategies for the island of Bermuda.
- Works with Bermuda-based team to promote marketable experiences/activities in line with target audience demand, meeting price-value expectations.
- Works closely with the Operations & Business Intelligence Teams to monitor and manage budgets, create personnel succession plan and utilize research and intelligence to explore markets, niches and products.
- Works closely with the CExO to identify possible new opportunities for product/experience development, serving as the eyes and ears in the feeder market.

QUALIFICATIONS (TRAINING, EDUCATION AND PRIOR EXPERIENCE)

- Minimum 10 years of relevant experience as a senior executive with responsibility for leading high performing teams and delivering results
- Bachelor's degree in Business or related field; MBA or equivalent preferred
- Experience in managing people, budgets, and projects to achieve strategic objectives is essential
- A strong strategic and business mindset
- Proven experience developing, enhancing, and marketing a jurisdiction's brand
- Knowledge of key markets, and related industry associations and trade shows
- Extensive experience in communications agency management or client services
- Proven industry sales experience across multiple sectors, including convention and visitors' bureaus, major hotel management company or association related business, meetings/conferences and travel trade markets
- Data and results driven, understanding the division's return on investment and metrics
- Strategic thinker, with the ability to work tactically
- CMP or CDME desired
- Strong problem solving, project management, and creative skills
- An effective, credible communicator and spokesperson before all audiences including government officials, industry stakeholders, media, business leaders and the public at-large
- Demonstrated / Evidenced personal alignment with the BTA's organizational values
- Good working knowledge of Bermuda and our National Tourism Plan is an asset
- Flexibility to travel extensively as required

KEY CHARACTERISTICS

- Collaborative
- Team builder
- Insightful
- Empowering
- Inclusive
- Innovative
- Communicative

TOP PRIORITIES

1. Get to know Bermuda's rich culture and all the assets the destination has to offer.
2. Evaluate and engage in all aspects of the organizations current marketing and sales programs. Develop enhancements to the strategic plan that will result in increases in overnight visitation.
3. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.



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About SearchWide Global

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