

Job Announcement Open Competitive Examination

To establish a list for the position of:

Position Title		Announcement Number
Director of Destination Development		2025-10
Applications will be accepted for the period:		
Date Open:		November 18, 2025
Date Close:		December 02, 2025 (COB)
Salary		
Minimum	Grade	Annual
	R - 1 - D	\$99,199.47
Maximum	Grade	Annual
	R - 2 - D	\$103,227.37

Position Title: Director of Destination Development

Reports to: President / CEO & Vice President

Summary: This is a specialized field of work responsible for the complex work of planning, development, implementation, and coordination of destination development and cultural heritage programs and activities relating to tourism to ensure the sustainable development of the Guam Destination. The employee in this position performs with wide latitude in the exercise of independent judgment and actions in accordance with pertinent laws, rules, regulations, and policies of the Bureau. Performs the full range of complex professional program administration duties, including independent work in specialized areas of the profession.

Qualifications/Requirements:

- Graduation from a recognized college or university with a bachelor’s degree and three years of experience in planning and developing, coordinating, and implementing programs or projects, or closely related work; or
- Any equivalent combination of experience and training which provides the knowledge and ability to perform fully the work involved in the position.

Essential Functions:

- Identifies products, services, and attractions for development, enhancement, and inclusion in Guam’s Listing of Tourism Offerings (e.g., cultural, historical, recreational, and natural attractions, sustainable tourism, wellness, educational tourism), assessing gaps and developing competitive visitor experiences.
- Building relationships with tourism and travel trade partners in developing signature experiences/niche markets that can be packaged and marketed locally, regionally, and overseas.
- Oversees the development and maintenance of a Tourism Supply Database on the destination’s inventory of accommodation, products, and services.
- Engages key stakeholders in government agencies, the private sector, tourism, travel and hospitality organizations, communities, and NGOs in the planning and development of unique, sustainable, and competitive tourism attractions, products, and services utilizing Guam’s resources, including climate, heritage, ecology, traditions, architecture, and food.

- Coordinates with other Managers to facilitate the growth of local tourism and niche tourism markets through education and awareness programs.
- Provides technical support to communities, including travel and tourism groups, hotels, and restaurants on tourism-related projects.
- Oversees the planning and execution of infrastructural and beautification projects to develop the tourism product, ensuring adherence to budgets, timeframe, scope of work, quality, and regulatory standards.
- Builds, oversees, and maintains a tourism value chain including all tourism related entities necessary to build and sustain the tourism industry.
- Works with key stakeholders in the air, land, and sea sectors to build and maintain a transportation framework to sustain the tourism industry and increase visitor arrivals.
- Oversees the Division's budget.
- Manages, motivates, and mentors the Division's personnel to achieve performance goals and objectives.
- Serves as staff to the Cultural Heritage Committee; plans, develops, coordinates, implements, reviews, oversees, and follows up on actions taken by the Cultural Heritage Committee and/or Board; prepares correspondence, budget justifications, minutes of meetings, reports, and informational materials as required.
- Screens all CHC grant applications to ensure eligibility under grant policies and guidelines for review and action by the Cultural Heritage Committee and Board; provides liaison, consultant, and staff support services to grant applicants; monitors, reviews, and audits required reports from grant recipients to ensure maximum utilization of the program.
- Plans, develops, implements, and coordinates annual projects of the Bureau involving participation of the local population to enhance tourist/resident interaction.
- Create and maintain a talent bank to be made up of local artist/entertainers' representative of Guam and the Micronesia region which is aimed at serving as an avenue for the development of our local entertainers by promoting them within the tourism industry.
- Encourage, promote, and provide necessary assistance with the development and coordination of both local folk art and cultural and heritage celebrations/festivals, dramatic performances, concerts, shows, and other activities which depict and highlight the cultural expression of the people of Guam.
- Serves as liaison for the Bureau with various departments and community organizations in addressing Guam's cultural/historical/heritage needs as it relates to tourism.
- Plans, develops, recommends, implements, and follows up on cultural/historical preservation activities.
- Custodian of the Guam Brand Trademark and its authorized use.

Knowledge, Skills & Abilities:

- Extensive knowledge and demonstrated skill in management, program planning, and coordination of multiple projects and assignments.
- Ability to work with a wide variety of people at all levels in stressful situations and exercise confidentiality and discretion as appropriate.
- Skill in relationship building and networking with a diverse population of organizations, associations, and interest groups.
- Highly developed oral and written communication skills that include the demonstrated ability to edit and write.
- Excellent time management skills, including the demonstrated ability to meet timelines and prioritize multiple projects.
- Team orientation and the demonstrated ability to work effectively with peers, subordinates, and supervisors.

- Ability and willingness to work hours beyond the standard daily or weekly schedule when necessary.
- Knowledge of the principles and practices of modern public administration, applicable laws, rules, regulations, policies, and procedures.
- Continuing familiarity with problem areas in the community involving culture and tourist industry relations.
- Ability to administer culture and heritage-oriented programs and activities.
- Ability to evaluate operational effectiveness and implement changes for improvements.
- Ability to meet and deal effectively with individuals, travel trade representatives, organizations, and groups.
- Ability to maintain records and prepare reports.

Key Competencies:

- **Leadership:** Creates and communicates a compelling vision; engages others to implement vision; builds enthusiasm, participation, and positive morale and loyalty; takes charge of groups and situations; sets a strong leadership role by walking the talk; promotes a safe, challenging work environment.
- **Communication:** Is understood by and understands others; clearly articulates key points when writing and speaking; actively listens; effectively interprets non-verbal communication and truly hears what a wide variety of people are trying to say; accurately assesses personal styles and adjusts own style of communication to optimize personal effectiveness.
- **Results Driven:** Drives for successful results; makes things happen and conveys a sense of urgency; sets aggressive goals and works hard to achieve these goals; moves tasks and assignments toward closure; invests considerable effort to assure goals are met in a high-quality manner.

Supervisory Responsibility:

This position requires supervision of Destination Development personnel

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

Physical Demands:

- This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets, and bend or stand as necessary.
- This position involves activities related to setting up meetings, meeting functions, and facilities, travel and public speaking.

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**How to Apply:**

Interested internal and external applicants may pick up and/or submit a GVB Job Application at the address below between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday, excluding designated holidays:

Guam Visitors Bureau
401 Pale San Vitores Road
Tumon, Guam 96913

Applications will also be available online at the GVB website:
<https://guamvisitorsbureau.com/news/employment-announcements>.

Applications can also be emailed to Jobs@visitguam.org. All applications must be received by **5:00 p.m. (close of business)** on the closing date stated on the job announcement. For further information, contact the GVB Office at (671) 646-5278. Pre-employment drug testing is required.

GVB is an Equal Opportunity Employer and a Drug-Free Workplace.



Régine Biscoe Lee
President and CEO