



OPEN JOB ANNOUNCEMENT

Position Title		Announcement Number
Deputy Director of Global Marketing		2025-02
Applications will be accepted for the period:		
Date Open:		February 17, 2025
Date Close:		March 4, 2025 (COB)
Salary		
Minimum	Grade	Annual
	P – 2 – A	\$84,329
Maximum	Grade	Annual
	P – 3 – A	\$87,753

Area of Consideration: Open to all government of Guam employees and the public.

Reports to: Director of Global Marketing

Summary: This position is responsible for providing dedicated support to the Director of Global Marketing in overseeing the planning, development, implementation, coordination and supervision of the Bureau’s marketing and promotional activities.

Qualifications/Requirements:

- Five (5) years of work experience in management operations or administrative services of which one (1) year must have been in a supervisory capacity and graduation from a recognized college or university with a Bachelor’s Degree in Marketing or Business Management; or
- Any equivalent combination of experience and training which provides the knowledge and ability to fully perform the work involved in the position.
- Valid U.S. passport and driver’s license.

Essential Functions:

- Participates and assists with budgeting, overall planning and development, implementation, coordination and supervision of the Bureau’s marketing and promotional activities.
- Collaborates with the marketing director to sustain, promote, and grow departmental programs and services.
- Oversees and reports to the marketing director the progress of management-approved marketing strategies and projects for execution and tracking goals for the marketing department.
- Provide assistance in establishing and enforcing marketing budget management to include preparation, timelines, monitoring and controls of expenditures.
- Coordinates and supervises the department’s daily general operations, functions and activities for efficient workflow and ensuring compliance with regulations and internal policies.
- Coordinates work assignments with department staff as needed and provides coordination, monitoring and communication of projects and programs managed by the department.
- Oversees the collection of marketing presentations and reports for meetings and events.
- Participates in department personnel management to include recruitment, assignments, training and evaluation.
- Coordinates and provides support to internal and external marketing teams to gather and review marketing plans, projects, campaigns, events, etc., to ensure progress is in line with brand initiatives and goals and reports to the marketing director.
- Oversees progress and provides support for the creation, solicitation, production and distribution of marketing materials and collateral as well as make recommendations for state-of-the art sales and marketing work assets.
- Oversees the scheduling of appointments, events, and other activities and exercise discretion in committing time and evaluating needs.
- Represents the marketing director when needed.
- Keeps the marketing director advised of time-sensitive and priority issues and reports on department matters and issues.
- Routinely performs a wide variety of support duties.
- Maintains confidential and sensitive information.
- Fulfill duties as assigned by the marketing director.

Key Competencies, Abilities & Skills:

1. Knowledge of the principles and practices in administration, sales, or marketing
2. Experience in strategic planning and the development of marketing strategies
3. Knowledge of various tourism markets and travel trends
4. Experience in marketing campaign management
5. Experience in budget management
6. Experience in digital marketing
7. Effective communication skills
8. Ability to be flexible and adaptable to changing circumstances
9. Ability to interpret and apply pertinent laws, rules, regulations, policies, and procedures applicable to the Guam Visitors Bureau
10. Experience in database management
11. Familiarity with research practices and methods and ability to read analytical reports
12. Detail oriented
13. Problem solves
14. Multi-tasking and time-management skills
15. Excellent organizational skills
16. Ability to work effectively with a team and independently

Supervisory Responsibility:

This position requires supervision of department 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 position involves activities related to meetings, meeting functions and facilities, travel, public speaking, standing for long periods of time, and/or travel.

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.

Interested internal and external applicants may pick up and/or submit a GVB job application at/to the GVB Main Office, 401 Pale San Vitores Road, Tumon, Guam 96913 between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, except designated holidays. Applications will be available online at the GVB website. For further or additional information please call the GVB office at 1 (671) 646-5278. GVB requires pre-employment drug testing.

GVB is an Equal Opportunity Employer and a Drug Free Workplace



**GERRY S.A. PEREZ
ACTING PRESIDENT and CEO**