



Liberia National Tourism Authority

Terms of Reference

Domestic Marketing Director

Job Summary

The Domestic Marketing Director reports directly to the Deputy Director General for Marketing & Promotions. The position collaborates with the Digital Media and Branding Director, International Marketing and Partnership Director, Communications Unit, and Tour & Information Unit to design and implement domestic tourism campaigns that promote local travel, cultural appreciation, and nationwide tourism participation.

Key Duties and Responsibilities

- Design and execute marketing campaigns aimed at increasing domestic travel among Liberians and residents.
- Develop targeted initiatives such as “Explore Liberia” and “Know Your Country” programs to encourage citizens to visit attractions within their regions.
- Work with county authorities, tourism associations, and private operators to identify and promote domestic tourism products and experiences.
- Support the organization of local festivals, cultural events, and heritage exhibitions as part of LNTA’s domestic tourism calendar.
- Collaborate with the Tour and Information Unit to improve access to accurate, engaging, and locally relevant tourism information.

Market Research and Product Development

- Conduct research to assess domestic travel patterns, customer preferences, and barriers to local tourism participation.
- Identify and package new domestic destinations, experiences, and circuits for promotion.
- Gather and analyze feedback from local travelers to inform marketing content and destination improvement.
- Contribute to the design of affordable, inclusive tour packages appealing to families, youth, and educational institutions.

Collaboration and Stakeholder Engagement

- Build relationships with domestic tourism stakeholders, including local travel agencies, hotels, transport companies, and cultural organizations.
- Coordinate with the Communications Unit to ensure broad coverage of domestic tourism campaigns in local media.



- Engage with universities, schools, and civil society groups to promote tourism education and awareness.
- Partner with private sector sponsors and media outlets to amplify campaigns.
- Reporting
- Track the effectiveness of domestic tourism campaigns using measurable indicators such as participation rates and local visitor numbers.
- Prepare monthly and quarterly activity reports detailing campaign outcomes and lessons learned.
- Contribute data and insights to LNTA's national marketing performance reports.
- Recommend strategies for continuous improvement in domestic tourism promotion.

Expected Deliverables:

- Annual Domestic Tourism Marketing Plan.
- Monthly and quarterly domestic tourism performance reports.
- Increased domestic visitation rates to key attractions and cultural sites.
- Partnerships and sponsorship agreements for domestic campaigns.
- Documentation of success stories and media coverage of domestic tourism initiatives.

Qualifications and Experience:

- Bachelor's degree in marketing, Tourism Management, Communications, or a related field.
- Minimum of 4–6 years of experience in tourism marketing, community engagement, or public campaigns.
- Strong understanding of Liberia's tourism assets, local travel culture, and regional diversity.
- Proven ability to design and manage promotional activities and stakeholder partnerships.
- Excellent writing, communication, and coordination skills.
- Proficiency in data collection, campaign analysis, and digital communication tools.

Reporting Lines

- Deputy Director General for Marketing & Promotions
- Coordinates closely with the Digital Media and Branding Director, International Marketing and Partnership Director, Communications Unit, and Tour & Information Unit



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Procurement Director

Job Summary

The Procurement Director manages all purchasing and contracting activities for LNTA in support of its strategic mission. This role ensures that procurement of goods, services, and works is conducted transparently, efficiently, and in full compliance with Liberia's Public Procurement and Concessions Act. The Procurement Director plans procurements, prepares tender documents, evaluates bids, and administers contracts to ensure best value. This position upholds public-sector best practices by enforcing competitive bidding, fairness, and accountability in sourcing LNTA's needs.

Key Duties and Responsibilities:

- Develop and update the annual procurement plan based on LNTA's budget and operational needs. Work with Deputy Director Generals to forecast upcoming procurement requirements.
- Prepare tender and bid documents (RFQs, RFPs, etc.) in accordance with the Public Procurement Act. Ensure that all solicitations are advertised and accessible, and that selection criteria are clearly defined.
- Lead or support bid evaluation committees. Analyze and compare bids for cost-effectiveness and compliance. Recommend award of contracts to the best-qualified and lowest-responsive bidders. Negotiate contract terms and supervise the signing process.
- Maintain a database of qualified suppliers and contractors. Conduct due diligence, monitor vendor performance and contract deliverables.
- Keep detailed procurement records (bids received, evaluation results, contracts) to support audits. Ensure all procurement activity complies with statutory thresholds, approvals, and ethical standards.
- Work with the Comptroller to ensure availability of funds for awarded contracts and timely payment to vendors. Provide input on budget forecasts for major procurements.
- Advise management on procurement policy improvements and ensure the adaptation of the PPCC e-procurement (e-GP) platform by the Authority. Ensure procurement staff understand PPCC rules and complete required training.

Required Qualifications and Competencies:



- **Education:** Bachelor's degree in Business Administration, Supply Chain Management, Public Administration or related field.
- **Experience:** 3–5 years of procurement experience, preferably in government or large organizations. Familiarity with Liberia's procurement laws and public financial management practices.
- **Knowledge:** Thorough knowledge of public procurement regulations in Liberia and international best practices. Understanding of contract law and negotiation techniques.
- **Competencies:** Strong analytical and negotiation skills; high integrity and impartiality; attention to detail; excellent organization and time-management. Proficiency with procurement software or Microsoft Office. Ability to maintain strict confidentiality and fairness.

Reporting Lines:

- Reports to the Deputy Director General for Finance and Corporate Governance.
- Works closely with the Finance unit (for budgeting and payments) and with technical/program teams to define procurement needs.
- Coordinates with the Public Procurement and Concessions Commission (PPCC) as required.

Performance Indicators:

- 100% of procurements follow legal requirements (no unauthorized contracts or deviations).
- Percentage of procurements completed within planned timelines (e.g. issues of purchase orders or contracts within X days of requisition).
- Cost savings achieved through competitive bidding (price/quality ratio better than budgeted standards).
- Vendor compliance rates (delivery on schedule and meeting specifications for ≥90% of contracts).
- No significant procurement-related findings in internal or external audits; all procurement documentation is complete and audit-ready.

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Human Resource Director

Job Summary

The Human Resource Director leads HR planning and administration to build and maintain a skilled, motivated workforce for Liberia National Tourism Authority. Aligned with the Authority's mandate to promote tourism and economic opportunities, this position ensures that LNTA recruits, develops, and retains qualified staff in accordance with Liberia's civil service policies and Decent Work Act. The HR Director implements fair recruitment and promotion processes, administers compensation/benefits including NASSCORP social security, and oversees performance management and staff development. The TOR is designed following CSA guidelines for public service positions and reflects best practices in the Liberian civil service.

Key Duties and Responsibilities

- Develop and implement recruitment plans to fill vacancies with qualified candidates. Manage open, competitive hiring processes in line with CSA merit principles, including advertising positions, screening, interviewing, and coordinating selection committees. Ensure gender equity and diversity in staffing.
- Establish performance appraisal systems and timelines. Guide supervisors in setting performance goals and conducting annual reviews. Monitor implementation of performance agreements and follow-up on development plans.
- Identify training needs in support of LNTA's strategic objectives including tourism management, language skills, and IT. Organize on-the-job and formal training programs. Track completion and effectiveness of training activities.
- Administer payroll operations in collaboration with Finance. Ensure accurate calculation of salaries, allowances, and benefits. Coordinate statutory deductions and contributions for NASSCORP and other employee benefits. Keep abreast of national pay scales and CSA Standing Orders to maintain appropriate salary structures.
- Develop and enforce HR policies in alignment with CSA standing orders and Decent Work Act. Manage staff files and compliance with civil service regulations.
- Serve as liaison between staff and management on HR matters. Advise management on discipline and grievance procedures in accordance with civil service rules. Promote a positive organizational culture and adherence to core values.



- Facilitate payroll submissions and documentation for NASSCORP retirement processes, working with CSA and NASSCORP as needed. Organize staff orientation and team-building to reinforce LNTA values.

Required Qualifications and Competencies

- **Education:** Bachelor's degree in Human Resources Management, Business Administration, or related field. Professional HR certification (CIPM) is desirable.
- **Experience:** At least 5–7 years of HR experience; experience in a public sector or civil service environment is preferred. Familiarity with CSA procedures and Liberian employment laws.
- **Knowledge:** Strong understanding of Liberia's Civil Service System, NASSCORP social security scheme, and labor regulations. Knowledge of training and organizational development are best practices.
- **Competencies:** Excellent interpersonal and communication skills; confidentiality and discretion; strong organizational and planning ability; proficiency in HR software and Microsoft Office. Leadership to guide a small HR team. Commitment to ethical recruitment and public sector standards.

Reporting Lines

- Reports to the Deputy Director General for Finance and Corporate Governance.
- Directs HR staff or officers and liaises with external and relevant agencies.
- Coordinates closely with the Comptroller on payroll and benefits matters, and with program managers on staffing needs.

Performance Indicators

- Percentage of positions filled within target timeframes.
- Staff turnover rate with a goal of minimizing attrition, particularly of key technical staff.
- All staff paid accurately and on schedule each pay period.
- Full adherence to CSA processes including probation reviews, promotion cycles, documentation. No instances of non-compliance with Decent Work Act or NASSCORP requirements.
- Staff feedback in periodic surveys and low incidence of formal grievances.
- Completion rates for planned training programs and evidence of improved staff performance.

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Chief Accountant

Department: Finance & Corporate Services

Reports to: Comptroller and under the overall supervision of Deputy Director General for Finance & Corporate Services (DDG-FCS)

Job Summary

The Chief Accountant is responsible for the effective management of the Authority's financial accounting systems, ensuring compliance with national public financial management regulations, the LNTA Act, and internal financial policies. The position oversees financial reporting, expenditure control, revenue reconciliation, payroll processing, and statutory submissions, ensuring accuracy, transparency, and accountability in all financial transactions of the Authority.

Line of Reporting

The Chief Accountant reports directly to the Deputy Director General for Finance & Corporate Services and works closely with the Director of Administration, Procurement Unit, Internal Audit, and all departmental heads to ensure proper financial coordination across the Authority. The position supervises the Accounts Assistants, Cashier, and related finance personnel.

Key Duties and Responsibilities

- Financial Management and Accounting
- Maintain a robust accounting system consistent with the Public Financial Management (PFM) Act, CSA financial guidelines, and LNTA's internal procedures.
- Prepare, review, and maintain accurate ledgers, journals, and financial records.
- Oversee accounts payable, accounts receivable, bank reconciliations, and cash-flow monitoring.
- Ensure that all financial transactions are duly authorized, supported, recorded, and reported.

Budget Execution and Expenditure Control

- Support the DDG-FCS in monitoring the execution of the annual budget.
- Ensure expenditures are aligned with approved budget lines and procurement plans.
- Implement controls to prevent over-expenditure, misallocation, or unauthorized commitments.



- Review and verify payment vouchers, purchase orders, and supporting documents prior to approval.

Financial Reporting

- Prepare monthly, quarterly, and annual financial statements for submission to the Deputy Director General.
- Produce timely financial reports required by the Ministry of Finance & Development Planning and other oversight institutions.
- Maintain a clear audit trail and ensure documentation is readily available for internal and external audits.
- Revenue Management
- Track, record, and reconcile all revenue streams, including licensing fees, permits, compliance charges, and any tourism-related service fees collected by the Authority.
- Ensure proper recording and timely transfer of revenues into the designated accounts in accordance with the LNTA Act and PFM Act.
- Liaise with the LRA, banks, and relevant units to ensure accuracy and compliance in all revenue processes.

Payroll and Statutory Compliance

- Manage the payroll system and ensure accurate computation of salaries, allowances, and statutory deductions.
- Ensure timely submission of NASSCORP, taxes, and other statutory payments.
- Maintain up-to-date employee financial records and ensure confidentiality.

Audit and Compliance

- Facilitate internal and external audit processes, ensuring that recommendations are implemented.
- Ensure alignment with national accounting standards, donor requirements where applicable, and internal financial controls.
- Monitor compliance with procurement, financial management, and asset management policies.
- Financial Systems and Process Improvement
- Support the modernization and automation of financial records, reporting tools, and accounting systems.
- Recommend improvements to financial procedures to enhance transparency and efficiency.
- Ensure proper filing, archiving, and security of financial documents.



Expected Deliverables:

- Accurate monthly, quarterly, and annual financial reports.
- Updated general ledger and financial records.
- Timely payroll and statutory compliance submissions.
- Reconciled revenue and expenditure accounts.
- Clean audit reports and implementation of audit recommendations.
- Effective financial control systems and documentation.

Qualifications and Experience:

- Bachelor's degree in accounting, Finance, Economics, or a related field (master's degree preferred).
- Professional certification (CPA, ACCA, or equivalent) is an added advantage.
- Minimum of 5–7 years of progressive accounting experience, preferably in government or public-sector institutions.
- Strong knowledge of the Public Financial Management Act, CSA financial rules, IPSAS, and GoL reporting standards.
- Proficiency in accounting software and financial management systems.
- Excellent analytical, organizational, and communication skills.
- High integrity, accountability, and attention to detail.

Competencies

- Strong financial and numerical competence.
- Knowledge of public-sector governance and regulatory frameworks.
- Ability to manage multiple priorities under tight deadlines.
- Strong ethical standards and commitment to transparency.
- Ability to supervise staff and maintain effective working relationships.

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Digital Media and Branding Director

Job Summary

The Digital Media and Branding Director is responsible for developing and executing LNTA's digital marketing and branding strategy. Consistent with the Authority's mandate to *promote Liberia as a premier travel and investment destination* and to highlight its cultural heritage and tourism assets, this role creates and disseminates engaging content across online platforms. The Manager oversees the LNTA website, social media channels, and multimedia campaigns to raise the country's tourism profile.

Key Duties and Responsibilities:

- Design a digital marketing plan in line with LNTA's strategic objectives, including goals for website traffic, social media engagement, and Enjoy Liberia brand awareness.
- Produce and curate compelling content (articles, videos, photos, infographics) about Liberia's tourism attractions, cultural events, and LNTA programs. Ensure content is accurate, culturally sensitive, and portrays a positive image of Liberia.
- Oversee LNTA and Enjoy Liberia official websites (updates, SEO optimization) and manage social media accounts. Schedule regular posts and multimedia campaigns to reach target audiences.
- Plan and execute promotional campaigns in collaboration with stakeholders. Utilize digital advertising and partnerships to expand reach.
- Serve as the point person to coordinate digital marketing and branding of national or international tourism events.
- Track and report on key metrics (website visits, social media followers, engagement rates). Use analytics to refine strategies and improve ROI. Present regular performance reports to management.
- Engage with local tourism businesses, tourism associations, and government agencies (e.g. Ministry of Information/Culture/Tourism) to source content and align messaging. Represent LNTA at tourism expos, trade fairs, and conferences as needed.

Required Qualifications and Competencies:



- **Education:** Bachelor's degree in Computer Science, Marketing, Communications, Journalism, or related field.
- **Experience:** 3–5 years in digital media, marketing, or public relations; experience in tourism promotion is a plus.
- **Skills:** Excellent written and verbal communication; strong creativity and storytelling ability; proficiency with digital tools (social media platforms, content management systems, graphic design or video editing software).
- **Knowledge:** Understanding of digital marketing trends and analytics. Familiarity with Liberia's culture, tourism attractions, and branding guidelines. Knowledge of public sector communication protocols is advantageous.
- **Competencies:** Strategic thinking and planning; project management; ability to work under tight deadlines; collaboration and partnership-building; cultural sensitivity.

Reporting Lines:

- Reports to the Deputy Director General for Marketing and Promotion.
- Supervise junior communication assistants or interns in content creation and media outreach.

Performance Indicators:

- Growth in social media metrics (e.g. 20% annual increase in followers, engagement rates above industry benchmarks).
- Increase in unique visitors and time-on-site for the LNTA website (aligned with campaign targets).
- Achievement of campaign-specific KPIs (e.g. number of promotional events held, email or newsletter open rates, download counts for digital brochures).
- Number of media mentions and positive news stories about Liberian tourism generated by LNTA's efforts.
- Positive feedback from partner agencies and satisfaction levels of private sector stakeholders regarding LNTA's promotional activities.

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