Terms of Reference
Manager, Ecotourism
WWF-Pakistan

Reports to: Project Director
Project / Programme: National Disaster Risk Management Fund (NDRMF)
Grade / Title: D2/Manager
Location: Lahore/Isamabd
Contract: Long-Term
Work Week: 05 Days-40 Hours/Week

Duties and Responsibilities
1. Develop an eco-tourism plan for project sites
2. Lead, organize and conduct field activities and the regular visits to the project sites to ensure the smooth and effective implementation of the eco-tourism interventions.
3. Create and develop close and continuing relations with tour operators, tourism and travel agencies, tourism officials in the project area for the purpose of tourism for conservation;
4. Capacity building of local community in regards to the sale of tourism products (financial administration, marketing)
5. Train key programme people with reference to promotion of ecotourism
6. Supervise activities related to tourism in collaboration with lodge contractors and existing/potential tour operators, ensuring an efficient activity reservation system and logistics, tourism welcome centres, guide training, and data collection and analysis
7. Contributes to market eco-tourism and the information centres in relevant national and international tourism fairs, wherever feasible
8. Identify and engage with potential partners (travel agencies, tour operators, hotels) to attract tourists
9. Work in collaboration with the Communications Department to feed the website with stories around the available tourism opportunities in project sites.
10. Ensure smooth and effective liaison with different stakeholders of the projects including public sector, private sector, academia, civil society, and other organizations to build lasting relationships
11. Prepare annual work plan in order to meet the project targets
12. Monitor expenditures in accordance with WWF-Pakistan and donor financial guidelines.
13. Develop and review technical content of the promotional material and other interventions
14. Organize consultative workshops and capacity building workshops for tourism sector as well as the community where the project is be implemented
15. Work towards creating a favourable image of WWF-Pakistan within the tourism and hospitality sector and enhance brand awareness through various initiatives
16. Prepare and share regular progress reports to the Project Director
17. Identify funding opportunities and develop project proposals on eco-tourism and climate action.

Selection Criteria
Education, Experience & Working Knowledge
- Post graduate qualification in one of the following disciplines: Tourism, Marketing, Environmental and/or Social Sciences, International Relations, Business Administration, Public Relations
- At least 7 years of relevant professional experience working in the tourism and development sector, and at least 3 years of project management experience are desirable
- Experience/expertise in proposal development, creative writing, and developing programme documents and work plans
- A proven track record of implementation of a tourism development plan
- A dynamic, pleasant and strong personality
- Proficiency in the use of computer office applications especially MS Office
- Experience in managing programme budgets and financial control.
- Experience in the corporate sector will be an advantage
**Required Skills & Competencies**

- Adheres to WWF’s values, which are: **Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, and Persevering & Delivering Results**;
- The position requires a person who is a self-starter with the ability to work quickly and efficiently to meet tight deadlines in and out of office hours and who can accomplish the tasks with little supervision.
- Ability to work under pressure;
- Good leadership and team work abilities;
- Personnel management skills and experience;
- Good problem-solving skills and results orientation;
- Ability to motivate and influence others;
- Sensitivity to gender and other social issues in Pakistan;
- Demonstrated interpersonal communication and leadership skills;
- Excellent written / spoken English and Urdu; other languages will be an advantage;
- Proficiency in the use of computer office applications on word processing and spread sheet;
- Excellent inter-personal skills, including the ability to develop and maintain strong relationships at all levels, within WWF and, as required, with external stakeholders;
- High ethics and a personal commitment to transparency and accountability;
- Sensibility on safeguarding standards and social policies (gender, human rights etc.) are expected;
- Ability to work in a remote environment with regular visits offering logistical challenge.

**HR department** : Signature / Date-----------------------------

**Hiring Manager** : Signature / Date-----------------------------

**Acknowledged by Employee** : Signature / Date-----------------------------

WWF- Pakistan is an equal opportunity employer and reserves the right to amend this document from time to time, as may be required in the interests of the organization.