

# VSA Assignment Description

<b>Assignment title</b>	Marketing Adviser
<b>Country</b>	Vanuatu
<b>Location</b>	Luganville, Espiritu Santo
<b>Partner organisation</b>	Santo Travel Centre, Vanuatu Tourism Office
<b>Duration</b>	Two Years



Sustainable Development Goals

41341

## 1. Assignment goal

The Santo Travel Centre (STC) has an updated 3-year marketing strategy, easily accessible resource library with quality materials, and members are upskilled to market their own products on their individual media platforms.

## 2. Assignment outcomes

### Outcome 1

A marketing strategy for the Santo Travel Centre is developed and adopted

#### Outputs

Working alongside the STC Manager, Sales and Marketing Officer, and Department of Tourism (DoT) Product Development Officer:

- Develop a 2-3 year marketing strategy for the STC in alignment with the Vanuatu Tourism Market Development Plan 2030
- Develop the marketing strategy into an action plan.

### Outcome 2

The STC marketing strategy is implemented

#### Outputs

Working alongside the STC Manager, Sales and Marketing Officer and DoT Product Development Officer:

- Develop links between STC members and DoT to cooperatively share product marketing updates
- Plan and facilitate training with STC members on how to better market their products e.g. using social media, creating and updating Facebook pages, Instagram, responding to emails etc.
- Provide ongoing individual mentoring of STC members to achieve the above
- Identify suitable material to create a library of images and stories to be used to promote tourism products.

### Outcome 3

The staff of STC have increased capacity and confidence in creating new marketing material



## Outputs

- Working alongside the STC Manager, and Sales and Marketing Officer, identify the professional development needs of staff and provide or facilitate training and mentoring where needed, particularly in website management and resource library development
- Assist with the inclusion of new products on the STC website, including graphic design, generation of text and inclusion of photographs in alignment with VTO branding
- Support STC staff to develop a photo library for easy access of materials for future marketing purposes.

As needs on the ground may change over time, the volunteer is encouraged to review and update the assignment description on arrival in consultation with the partner organisation and VSA programme manager.

### 3. Reporting and working relationships

The volunteer will report to the STC Manager and through the STC Manager to the Vanuatu Tourism Office (VTO) Information Research and Data Manager.

The volunteer will be accountable to the STC Manager and the General Manager of VTO.

The volunteer and the Santo Travel Centre will have an ongoing relationship with the VSA programme manager in terms of assignment monitoring, reporting, professional advice and personal support.

### 4. Capacity building

The volunteer will work with the STC Manager, STC Sales and Marketing Officer, and DoT Product Development Officer to build their individual capacity to create and implement successful marketing strategies.

The volunteer will also work with STC members to train, advise and provide feedback on how they can better improve marketing their products.

### 5. Person specifications (professional)

#### Essential

- Demonstrated experience in the development, implementation and monitoring of marketing strategies
- Skills and experience with various marketing techniques and / or communication mediums including online marketing platforms, and print media
- High level IT skills including, social media and website development
- Graphic design and photography skills
- Excellent, interpersonal communication skills with the ability to communicate and interact with stakeholders at all levels

#### Desirable

- Skills and experience in the design and delivery of training workshops
- Experience mentoring or coaching others
- Tourism marketing experience
- Experience working in the Pacific



## 6. Person specifications (personal)

### Essential

- Willingness to learn Bislama
- Ability to work with limited resources and within a small team
- Good at communicating, verbally and visually

### Additional information

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#### Residency status

VSA volunteers must be New Zealand citizens or have New Zealand permanent residency status, and currently living in NZ.

#### Partner organisation

The volunteer's partner organisation will be the Vanuatu Tourism Office.

#### Pre-departure briefing

As part of the volunteer's contract, successful candidates will be required to take part in a pre-departure briefing course run by VSA in Wellington and complete all required pre-reading.

#### Final appointment

Final appointment will be subject to satisfactory medical and immigration clearances (costs covered by VSA), partner organisation acceptance, and successful completion of the pre-departure briefing course.

#### Family status

VSA supports partners to accompany volunteers on assignments of six months or longer. However volunteers with accompanying dependents will not be considered for this assignment.

#### Fundraising

Volunteers are encouraged to fundraise at least \$1000 with the support of VSA's fundraising team. Accompanying partners are encouraged to raise the same amount. All funds raised will help VSA keep its programmes in action and support future volunteers.

#### Vaccination requirements

Potential volunteers are advised that VSA's insurers require volunteers to be inoculated, prior to departure, in accordance with the instructions of VSA's medical adviser. VSA covers the cost of any required vaccinations.

#### Vulnerable Children Act

While on assignment, VSA volunteers may be required to work with children and/or may choose to participate in informal activities in their own time that involve interactions with children (such as coaching teams or teaching English). VSA is committed to the protection of vulnerable children and adults, which also includes meeting our commitment under the Vulnerable Children Act 2014.

The information requested during the application process is necessary to assist VSA to determine applicant suitability to work and/or interact regularly with children, and is part of a series of pre-selection checks undertaken on all applicants for VSA assignments.

#### Volunteer package

The volunteer's package includes the following:

- **Reimbursements and grants**
  1. Volunteers will receive an establishment grant of NZ\$750 to help them set up in their country of assignment. For volunteers with an accompanying partner (whether or not that partner is also a VSA volunteer), VSA will pay an establishment grant of NZ\$1,100 per couple.
  2. For two year assignments, the volunteer will receive a rest and respite grant of NZ\$1000 on completion of the first year.



3. A resettlement grant of NZ\$200 will be paid for each month the volunteer is on assignment. This is payable on completion of the assignment.
4. The volunteer will receive a monthly living allowance of VUV 107,580.

- **Accommodation**

Basic, comfortable furnished accommodation will be sourced by VSA. In some circumstances volunteers may be asked to share accommodation.

- **Airfares and baggage allowance**

VSA will provide the volunteer with economy airfares to and from New Zealand for their assignment plus a baggage allowance.

- **Insurance**

VSA will provide travel insurance to cover baggage and personal property, and non-routine medical expenses for the duration of the assignment. Further details of the insurance cover will be provided during the volunteer pre-departure briefing.

- **Utilities**

VSA will reimburse volunteers reasonable expenses for household utilities while on assignment.

**Final terms and conditions relating to the specific volunteer assignment will be confirmed in a personalised volunteer contract prior to departure.**

#### **Attachments**

**Appendix 1: Background to the assignment**

**Appendix 2: Living situation**

**Appendix 3: Vanuatu**



## Appendix 1: Background to the Assignment

### Assignment focus

The Vanuatu Tourism Market Development Plan 2019-2030 identifies tourism as a large contributor to the cash economies of Vanuatu's Outer Islands. The Plan aims to increase the dispersal of visitors to the outer islands to 30% of total visitation. Content development for websites and social media platforms is a priority to enable outer islands to increase their visitor numbers, as are digital solutions for bookings and access to market.

The STC provides an important service in providing market access to small tourism operators in the SANMA<sup>1</sup> (Santo, Malo), TORBA (Torres and Banks) and PENAMA (Pentecost, Ambae and Maewo) Provinces.

It is envisaged that a volunteer will assist the STC to run more effectively by building the capacity of the Sales and Marketing Officer to better market Sanma, Penama and Torba Tourism Products, both online and to walk in visitors.

The volunteer will also assist product owners to better market their products by providing basic training on how to promote their products using photography, Facebook, Instagram and other marketing mediums/and or social media.

### Santo Travel Centre

<https://www.santo.travel/>

The Santo Travel Centre, also known as Santo.Travel, is a locally operated, not-for-profit organisation based in Luganville, Espiritu Santo. Santo.Travel was established in 2014 through a collaboration between the Vanuatu Tourism Office, the Department of Tourism, and local Tourism Associations to provide local ni-Vanuatu owned tourism businesses in the Northern Islands of Vanuatu (Sanma, Torba and Penama) with a greater chance to connect with international tourists.

Santo.Travel is guided by a dedicated board who help steer the centre towards a sustainable future and ensure that Santo.Travel has adequate resources to achieve their mission to *'inspire people from around the globe to discover the unique islands of northern Vanuatu and, through sustainable tourism practices, help grow businesses that strengthen our local communities'*.

The Board is made up of various stakeholders from the Vanuatu tourism community to ensure that Santo.Travel is a locally-led organisation. Board members are elected on a rotating basis and currently include representatives from the Department of Tourism Sanma, Vanuatu Skills Partnership Program, Air Vanuatu, Land and Transport Authority, and Santo Tourism Association representatives.

### Vanuatu Tourism Office

The Vanuatu Tourism Office (VTO) was established in 1982 as the National Tourism Office of Vanuatu, in accordance with the National Tourism Office Act, CAP 142 of 1982. In 2002 the name of the Organization was changed to the Vanuatu Tourism Office when the Act was amended that same year.

The vision for the tourism industry, approved in 2014 is also the vision for the Vanuatu Tourism Office: **"Tourism celebrates Vanuatu's culture and environment, empowers its people and captivates its visitors throughout the islands"**.

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<sup>1</sup> Names of the Provinces are an amalgamation of the initial letters of the islands within the Province



The Vanuatu Tourism Office works in partnership with tourism stakeholders, Air Vanuatu and the Vanuatu Government to deliver this vision in order to stimulate economic growth and development through increased visitation and marketing of Vanuatu.

VTO believes that tourism can lead the future prosperity of Vanuatu through the capture of new money into the economy and with benefits that include:

1. New money filtering through to other sectors and the informal economy of Vanuatu
2. Demand created by tourists and tourism businesses flows through to sectors such as agriculture, handicraft, public transport and more
3. Government benefits through increased VAT proceeds, stronger Gross Domestic Product (GDP) and increased employment opportunities

The Vanuatu Tourism Office is governed by a Board of Directors and is a body corporate under the Ministry of Tourism, Trade, Commerce and Ni-Vanuatu Business.

In addition to Santo.Travel, the VTO also supports the travel centre in Tanna <https://www.tanna.travel/en/> and has its own travel website at <https://vanuatu.travel/en/>.

### **Working situation**

The volunteer will be based at the Santo Travel Centre. The office has good Wi-Fi reception, is fan cooled, with plenty of space to work. The office is open plan enabling contact with walk-in tourist enquires. There are plans to move to a smaller office (still within the centre of Luganville town) in early 2020. The current acting manager at the STC is due to move into the role of Sales and Marketing Officer, and while she has had many years of experience working at the STC, sales and marketing is a new area for her. Recruitment for a new Manager is expected for early 2020.

The office uses Adobe InDesign CS6 but plan to update to a later version.

There are approximately 30 STC members/tourism operators across the three Provinces of Sanma, Torba and Penama. The volunteer will potentially travel to the Provinces of Torba and Penama to provide member training and for map and promotional material development (STC members assist to pay for airfares and accommodation to cover travel costs).

STC hours of work are from 8.00-12.00 noon and from 1.00—5.00pm although the office remains open through the lunch hour.



## Appendix 2: Living Situation

### Luganville, Espiritu Santo

Luganville and its semi-urban suburbs make up a town of around 20,000 people situated on the island of Santo. It is the second biggest town in Vanuatu. It has a comparatively large port servicing both trading and transport vessels. The airport is about 6km out of town and there are daily flights to the capital, Port Vila. It is well serviced by cheap taxis. Most parts of the east and southern coasts are accessible by road or track.

All the main banks in Vanuatu have branches in Luganville and there are fairly reliable national and international phone and email services. Two mobile phone/internet network providers are available. Several cafés and hotels offer free wireless internet if food is purchased and eaten on the premises. Volunteers can organise to have internet installed at their accommodation, and many volunteers use data packages on their phones. More detailed information on communications is provided in the pre-departure booklet.

The town water is reported to be safe to drink but it is advisable to boil before drinking as there are times when the water-treatment lapses and the public are not notified. Filtering is recommended as the water has a very high calcium content.

The shops in Luganville provide most everyday needs including food, cheap clothing, hardware etc. There is a market that sells locally grown fruit and vegetables. Fresh local meat, fish and French bread are also available. There are several reasonable restaurants and a range of hotels (suitable for back-packers to affluent tourists).

There is a variety of leisure activities in and around the town including, swimming, snorkelling, tramping/walking, diving and sailing. Some of these can be prohibitively expensive for volunteers. Leisure time is also spent drinking kava at the local nakamal, or beer and coffee at the more expatriate style cafés. There is a visible expatriate community in Luganville and, in such a small place, a new arrival becomes quickly known.

The climate is superb for about eight months of the year (from about April to November), warm to hot dry days, and cool evenings. The other four months are very hot and humid with temperatures ranging from a low of 25° to a high of 34°. Most New Zealanders find these months a bit of a trial, especially without air-conditioning (most volunteer accommodation and workplaces are without air-conditioning).

Basic furnished rental accommodation will be provided in Luganville. It is likely accommodation will be shared with another volunteer. Houses have 24-hour power, a fridge, and running water. Attempted break-ins are not uncommon in the town; so many houses also have security mesh on the windows as a precaution. Windows are fly/mosquito screened. Town living can be noisy and dogs in particular take a bit of getting used to at night. Light sleepers should pack earplugs.

There are other VSA volunteers based in Santo as well as several volunteers from other volunteer agencies. The VSA office is also based in Luganville.



## Appendix 3: Vanuatu



Map courtesy of wikipedia.org

Vanuatu comprises 86 islands, stretching in a Y-shaped archipelago from the east of New Caledonia to just below the southern-most islands of the Solomon Islands. Prior to independence in 1980, the New Hebrides, as Vanuatu was then known, was jointly ruled by Britain and France. The joint administration has left Vanuatu with a complex political and administrative legacy and this complexity is enhanced by the diversity of Vanuatu's culture and language. The politics of Vanuatu since 1980 have been very lively, with the initial post-independence stability giving way more recently to a series of coalition governments which have, at various times, crossed the Francophone/Anglophone divide.

Vanuatu has a population of 221,552 (called ni-Vanuatu, or of Vanuatu) who live on approximately 80 of the country's 86 islands. There are 81 languages actively spoken, and a nationally spoken Pidgin called Bislama, which is spoken by about 60% of the population. French and English are the official languages, Bislama the national language.

The climate is generally hot and humid although in winter the evenings can be cool. Temperatures range from 21 to 32 degrees. The rainy season is January to March. Most New Zealanders will find the climate very agreeable most of the time, although somewhat humid in the wet season.

### For more information on Vanuatu, see:

- Government of Vanuatu website: <https://governmentofvanuatu.gov.vu/>
- Economic overview: <http://data.worldbank.org/country/vanuatu>
- New Zealand Aid Programme in Vanuatu: <http://www.aid.govt.nz/where-we-work/pacific/vanuatu>

### VSA in Vanuatu

VSA has been working in Vanuatu since 1965. Our volunteers work in five out of Vanuatu's six provinces. They are helping to strengthen economic development, develop education, contribute to disaster risk reduction, correctional services and disability rights. VSA has a field office in Luganville staffed by a Programme Manager and a Country Programme Officer.

### General Security

Volunteers are required to be security conscious and adhere to the advice of their partner organisations, VSA, and the NZ High Commission in Port Vila on security matters. If there is a major emergency or should security deteriorate, VSA has established emergency procedures and volunteers will be fully supported by the field staff in Luganville. The VSA field staff will go through the ground security measures with the volunteer on arrival in country and develop an individual security plan.

It remains good practice to secure belongings and valuables out of sight, not move about alone at night and avoid demonstrations, street rallies and public gatherings.

