

MAURITIUS TOURISM PROMOTION AUTHORITY

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Applications are invited for the post of Tourism Promotion Manager on the permanent and pensionable establishment of MTPA.

Post: Tourism Promotion Manager

Salary: Rs 75500 x 2250 - 86750 x 2500 - 94250 x 2750 - 102500 x 3750 - 110000 x 4000 – 118000 (PRB 2026)

However, for the year 2026, the discounted salary would be as specified at Row 3 of the Consolidated Master Conversion Table.

Qualifications

A. By selection from among candidates who possess:

- (i) A degree in Tourism or Marketing or Business Administration with Marketing from a recognised institution or an equivalent qualification acceptable to the Board together with at least eight years' post qualification experience at Middle Management level in the tourism sector including at least two years' experience at international level

OR

- (ii) A Master's Degree in Tourism or Marketing or Business Administration with Marketing from a recognised institution or an equivalent qualification acceptable to the Board together with at least five years' post qualification experience at Middle Management level in the tourism sector including at least two years' experience at international level.

B. Candidates should also:

- (i) have strong creative, strategic, analytical and organisational skills;
- (ii) have excellent oral and written communication skills in both English and French;
- (iii) be able to meet tight deadlines; and
- (iv) be computer literate.

C. Candidates should also have knowledge of a third language.

Candidates should produce written evidence of experience/knowledge claimed.

Role and Responsibilities: To be responsible for managing destination promotion, marketing activities and vendor relationships.

Duties:

1. To assist the Director in the formulation of Marketing policies and Strategies for the promotion of the Mauritius destination abroad.
2. To prepare short-term and long-term marketing plans in collaboration with tourism stakeholders in Mauritius and abroad.
3. To conduct market research and submit reports as per instructions.
4. To manage the marketing, advertising and promotional campaigns for specific markets.

5. To plan, measure and track performance of Public Relations Representatives (PRR's) for specific markets abroad.
6. To monitor financial reports submitted by PRR's.
7. To keep abreast of all trends in world tourism and of their likely impact on the promotion of the destination and propose measures to capitalise on trends and opportunities.
8. To manage, design and conduct familiarisation tours for media, tour operators and travel agents.
9. To develop plans to manage crisis issues related to tourism matters.
10. To prepare marketing reports for specific markets.
11. To represent the Authority at high level meeting held with government and non-government organisations.
12. To prepare and deliver presentations on Tourism to both local and regional organisations and government bodies.
13. To contribute to and monitor the flow of new web content to the Digital Unit.
14. To act as mentor and provide on the job training to new recruits in the tourism promotion field.
15. To use ICT in the performance of his duties.
16. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Tourism Promotion Manager in the roles ascribed to him.

Note

Tourism Promotion Managers will be required to work outside normal working hours including Saturdays, Sundays and Public Holidays and officially declared cyclone days.

Mode of Application and Closing Date

Application forms together with CVs and copies of certificates should be submitted in sealed envelope to the HR section not later than **3.00 p.m. on Friday 19 June 2026**.

Application received after the closing date will not be considered.

Mr. Benoit Harter
Director

Date: 02 June 2026