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JOB VACANCY- ADVOCACY & INDUSTRY RELATIONS OFFICER

The Kenya Association of Travel Agents (KATA) is a membership association that represents interests of the Travel Agent community in Kenya. KATA works to enhance and improve the Travel Industry business climate in Kenya by promoting the services of her members to the general public, protecting their rights and assisting them to optimize their businesses.

The Association seeks to recruit a suitable candidate for the position of **Advocacy & Industry Relations Officer**.

About the Role

The Advocacy and Industry Relations role supports the CEO's engagement in research, advocacy and policy initiatives and also manages membership services and communication. The role is responsible for growing KATA's reputation, mission, influence and reach in order to support the development of the travel trade in Kenya.

Advocacy Role

- i. Provide research and analysis on key issues affecting the travel trade and produce reports, briefing notes and other materials to support engagement with relevant agencies.
- ii. Support the CEO in advocacy efforts on specific advocacy priorities and occasionally represent KATA in engagements with high profile policymakers, practitioners, academic partners, the media and the public.
- iii. Advise the CEO on emerging/pending legislative and regulatory activity affecting the travel trade and communicate the same with membership via articles, reports, oral briefings, and social media.
- iv. Work closely with the CEO and relevant Board committees to develop coordinated advocacy and public campaigns on priority themes either individually or jointly with other industry partners.
- v. Maintain strategic engagements with relevant parliamentary committees and government institutions to draw attention to the travel industry and ensure that a conducive business environment for travel agents prevails.

- vi. Lead fundraising efforts from donors to support KATA's advocacy agenda.

Industry Relations

- i. Proactively identify and establish external relationships with relevant government and non-governmental agencies including tourism associations to meet both our local and global advocacy objectives.
- ii. Build strategic alliances with key industry partners such as IATA, Airlines and GDS companies, and represent KATA at industry events/platforms that advance its interests.
- iii. Support the CEO with managing relationships with Government (ministries, departments, parastatals, policy makers, regulators), business associations and other national and international stakeholders including independent bodies.
- iv. Monitor, analyze and understand local and international business environment for decisions/actions that impact the industry and recommend proactive responses to mitigate their impact on the local trade.
- v. Work with industry partners such as IATA, Airlines, GDS companies and Academic institutions in developing standards and policies that advance Travel as an industry.

Communication & Membership Services

- i. Develop member engagement strategies to increase and retain membership to KATA
- ii. Develop a communications strategy, ensuring that KATA has efficient, effective and targeted communications that engage all members and stakeholders.

Preferred Qualifications, Skills & Experience

- Bachelor's Degree in Business Administration or any Business related field;
- An MBA is an added advantage;
- **MUST** have a deep understanding and knowledge of the travel industry.
- At least 5-7 years of overall professional experience with a minimum of 3 years in a similar role.
- **Exceptional** ability to carry out research and analysis on matters affecting the travel industry.
- **MUST** have ability to build and maintain strategic relations with high profile policy makers and partners in the travel industry
- **Must** be a quick learner, flexible and ready to work for long hours when need arises.
- **MUST** have ability to plan strategically, prioritize time, and manage implementation of plans in fast-moving, changeable environments
- Superior attention to detail, critical thinking and reporting
- Understanding of the social media platforms usage for corporate benefits is an added advantage.

- Ability to negotiate and raise funds is highly preferred.
- Must be a self-motivating individual, ready to work with minimum supervision, a team leader & player and with excellent communication skills (Oral & Written).
- Personal qualities of integrity, credibility, and dedication.

How to Apply

To apply for the above position, kindly send your application letter and CV indicating your current salary to admin@katakenya.org. Closing date for applications is 15th April 2018. Please note that only short listed candidates will be contacted.

KATA is an equal opportunity employer.