

## Digital Tourism Development Expert

<b>Location:</b>	Tirana
<b>Status:</b>	Full Time
<b>Anticipated Start Date:</b>	April 2017

### **Background**

Creative Business Solutions (CBS) is implementing IntoAlbania (Innovative Tourism in Albania), a three-year USAID and Sweden funded program supporting the development of tourism in Albania as a driver to economic growth. The project aims to lead transformation and drive implementation of digital tourism concept in a wide scale by facilitating a *soft digital infrastructure and connecting tourist with the best of Albania's culture, heritage, nature and local economies*. Additionally the project will implement modern digital technologies in national museums and encourage "character hospitality" business model in tourism. IntoAlbania project aims to increase the flow of tourists by facilitating connectivity with places of interest. It takes an innovative and creative developmental approach to tourism by combining two concepts: *digitalism* and *authenticity*.

### **General Scope of the Position**

The Digital Tourism Development Expert is a management level position responsible for implementing Component I of IntoAlbania Project. The Expert manages an implementation team of 3-5 professionals. He/ she leads the development of [www.IntoAlbania.com](http://www.IntoAlbania.com) – an Internet Platform and Smartphone Application guiding visitors and connecting them with country's tourism and local economy. The Expert manages all aspects regarding Platform and App development and turns IntoAlbania.com into a successful business model. He/she leads the implementation team throughout concept design, development, maintenance and further growth of the intervention output from a business perspective. The expert establishes and maintains cooperative business relationships with external IT development partners, graphic designers, external tourism and cultural heritage experts engaged in the project. He/she coordinates relationship with Project's external strategic partner institutions including authorities in tourism and rural development. The Expert supervises the implementation team ensuring highest quality of deliverables and sustainability. He/she reports to Project Manager and Project's Steering Committee.

### **Duties & Responsibilities**

- Responsible for the successful implementation and execution of the Digital Tourism Platform [www.intoalbania.com](http://www.intoalbania.com) & Smartphone App intervention, ensuring technical

and financial feasibility of deliverables. Ensures that outputs are delivered on time, within scope and budget.

- Leads the technical implementation process through cooperation with external IT Development partners and drives definition of Business Requirements & Specifications, UAT (User Acceptance Testing), Bug Fixing and usability, product acceptance, documentation and subsequent maintenance.
- Drives the process of creative and innovative thinking by delivering a leading edge digital tourism solution to promote Albania's tourism on international platforms.
- Leads content development process while assuring timely and continuous information streaming from project strategic partners and external technical advisors, re-writing and re-editing of content information, data integration with partner's internal systems, publishing and post-implementation Platform update.
- Successfully develops and maintains relationships with CBS project stakeholders and partners on behalf of CBS and within the project scope.
- Designs a sustainable business model and develops fee based products and services, leads the process of customer acquisition and management of enterprises listed in intoalbania.com, ensures revenue management and platform's sustainability.
- Cooperates with marketing and advertising staff for designing the marketing strategy, successful implementation of marketing channel mix, building and strengthening brand awareness.
- Works closely with the Project Manager in co-shaping the strategic approach for intervention planning as well as evaluation and monitoring of performance of IntoAlbania.com.

### **Qualifications**

- Advanced university degree in Business Administration, Management or a related discipline;
- Significant work experience in project development and/ or implementation of technology solutions with team leadership experience;
- Work experience in a consulting environment is considered a plus;
- Proactive team leader, strong driver and result oriented behavior;
- Entrepreneurial mindset, creative-thinker able to develop viable professional products and sustainable revenue streams;

- Excellent management of resources and relationship management;
- Integrity and professional competence;
- Strong verbal and written communication skills; a persuasive communicator with excellent interpersonal and multidisciplinary project skills;
- Flexibility to travel within Albania on occasional basis;
- Proficient use of English.

### **About CBS**

Creative Business Solutions (CBS) is a business consulting and project implementation organization. It implements development projects in Albania with a spillover effect in the Western Balkans. CBS has established expertise in Agriculture, Access to Finance, Technology, Green Energy and Tourism etc. Since it started in 2013, CBS has implemented 15 development projects at a combined \$3.9 million budget. It employs 30 professionals through a head-office in Tirana and four local branches, Fier, Korce, Gjirokaster and Peshkopi. CBS partners with USAID and has established institutional relations with other international donors including: GIZ, EBRD, Helvetas Swiss Intercooperation, Sweden, Danida, Italian Cooperation.

[www.cbs.al](http://www.cbs.al)

### **Application:**

Interested applications must email a cover letter and CV until **April 07, 2017** to [info@cbs.al](mailto:info@cbs.al) and include "Digital Tourism Development Expert" in the subject line.