



Market Access Manager - Job Description

Overview: GSTC manages the GSTC Criteria, recognized widely as the global standard for sustainable tourism. The GSTC Market Access Manager is responsible for developing market access benefits to businesses that achieve a meaningful degree of verified compliance to the GSTC Criteria. This is accomplished through a variety of functions related to marketing, coordination, written and verbal messaging, and licensing activities of our mission-based non-profit organization through strategic partnerships and applied systems. This includes managing licensing agreements with distributors of certified services and with Certification Bodies, as well as managing global trademarks, logo usage and distribution, advisory services, and more.

Roles & Responsibilities

1. Promotion of Certified Businesses

- Develop and implement strategies to encourage preferred contracting of tourism businesses that are certified by GSTC-accredited Certification Bodies
- Interact with accredited Certification Bodies (CBs) to ensure geographic distribution of auditors to support existing and expected demand

2. Licensing - Manage licensing agreements from the start of negotiation through signing and overseeing their implementation with various types of partners, including but not limited to:

- Certification Bodies and their client business for the proper use of trademarked GSTC logos and names, and seek and respond to any misuse of the trademarked logos, names, and declarations
- National programs that utilize the GSTC market access program based on accreditation, initially focusing on existing such programs in Türkiye and Singapore, but leading the growth of such programs by other national and provincial public agencies throughout the world
- Industry players via analysis and interpretation of current lists of certified businesses to allow for recommendations to various supply chain influencers/players to maximize utilization of those businesses
- A cross-departmental team to manage GSTC trademarks and logos

Reporting Relationship is to the CEO

Place of Work is mostly from a home office from any location

Qualifications:

- ✓ Bachelor's degree or higher, preferably in business administration or marketing
- ✓ Language skills: professional grade written and spoken English is required; preference given to multilingual applicants
- ✓ Effective speaking skills
- ✓ 5 years minimum experience in one or more relevant sectors - marketing, licensing, or tourism
- ✓ Comfortable working across different cultures
- ✓ Comfortable working independently
- ✓ Software skills: intermediate or higher level user of MS Office (Excel, Word, PowerPoint)

Application Procedure

Qualified candidates are invited to submit their CV plus a letter stating their motivation, interest, and how they plan to contribute, to info@gstcouncil.org with the title of 'Market Access Manager Application | [your name]' (e.g. "Market Access Manager Application | Albert Einstein").

Please do not apply if you do not fulfill the qualifications. Applications should be submitted **by 2 July 2023**.

Candidates of interest will be contacted for further information and will be informed of the salary range.