

FCC TOURISM MANAGER

TERMS OF REFERENCE

FCC is a Romanian NGO with a strong focus on developing a new National Park in the Fagaras Mountains and, eventually, strengthen the protected area network of the country and change the country's direction towards sustainability and conservation.

Conservation needs the support of local communities and, in order to survive, the world's remaining natural landscapes need to prove their economic, social and political case. Consequently, one of FCC's goals is the development of an extensive eco-tourism programme with and for local communities, based on the natural capital of the project area in the Fagaras Mountains.

FCC has grown significantly over the last years, has now over 130 highly motivated staff, owns 27,000 ha of forests for full protection, and has leased 5 hunting concessions (for wildlife protection) with a total of 78,000 ha, on which European bison and beavers were brought back as some of the few missing species.

FCC has made first steps towards an eco-tourism programme in the last years (Cobor Biodiversity Farm, a network of 3 wildlife hides, Poiana Tamas Wilderness Camp, Valea Vladului Lodge, set-up of a ltd. company Travel Carpathia), In the next years, FCC will invest significant amounts of money into developing a large-scale eco-tourism programme in and around the Fagaras Mountains with the goal to develop the Fagaras Mountains into one of the leading eco-tourism destinations of the continent. For this process, we now search a highly qualified person with extensive experience in eco-tourism development.

Primary role:

- Develop and implement an eco-tourism programme for Foundation Conservation Carpathia's Travel Carpathia Ltd.
- Further develop Travel Carpathia as a Destination Management Company.
- Plan and organise the further development of Travel Carpathia's eco-tourism infrastructure.
- Lead and develop a team of specialised staff (bookings & sales, programme development, online marketing, hospitality, guides, etc.) and closely work with international tourism consultants
- Oversee the various existing Travel Carpathia entities (Cobor Biodiversity Farm, Equus Silvania, Poiana Tamas Wilderness Camp, Valea Vladului Lodge, wildlife observation hides) and the future entities.
- Develop and organise the CARPATHIA Guiding Academy.

- Develop various eco-tourism directions for group travels with specialised agencies, individual clients, university & special interest groups, or eco-volunteer groups.
- Work with local tourism entrepreneurs to link our products with them.

Specific Focuses:

- Develop specific tourism offers in the Fagaras Mountains in relation to FCC's activities.
- Organise sales and bookings, and their administration with modern booking software engines.
- Develop and implement marketing programmes with print and online media and on tourism fares.
- Oversee the ongoing development and updates of Travel Carpathia's website and social media channels.
- Find new tourism partners both in the country as well as internationally.
- Assist in financial planning and pre-accounting.

Applicants should be able to demonstrate:

- Previous top-level experience in tourism and business;
- Specific interest in conservation;
- Knowledge of the Romanian and the international tourism business scene and ideally knowledge of the Fagaras area;
- International travel experience;
- Fluent English and Romanian in speaking and writing (plus other language skills represent an advantage);

Remuneration:

Salary and other advantages negotiable.