

## JOB DESCRIPTION

**JOB TITLE:** Deputy Director - Commercial and Customer Services  
**SERVICE LINE:** Commercial and Customer Services  
**REPORTS TO:** Port Director  
**DATE CREATED:** 31 August, 2016  
**DATE MODIFIED:** 27 February, 2017

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### JOB PURPOSE

The incumbent is responsible for the commercial and customer services strategies for the Port Authority of the Cayman Islands (PACI), which involves working collaboratively with the management team and other internal and external partners in order to ensure the provision of a commercially viable, efficient, and customer-friendly Port environment. The incumbent will direct the planning and management of business development, marketing, property management, public relations and commercial and customer services.

### ROLE & RESPONSIBILITIES

#### Strategic Management

- Implements programmes and assists the Port Director with developing strategic initiatives to accomplish the mission, vision, and organisational goals and objectives
- Collaborates with the management team to create a strategic plan for performance improvement measures to maximise the generation and collection of revenue

#### Financial and Operational

- Oversees the management services provided by PACI, including but not limited to commercial and customer services, negotiation of agreements and contracts related to maritime leases, property management, and cargo and cruise operations with domestic and international customers
- Responsible for the development and implementation of business development activities and sales programmes to increase maritime revenue and efficient utilisation of PACI's facilities, and meet business goals and performance targets
- Analyses operations to develop plans for operational enhancements, highlighting stakeholders and customer needs to the Port Director for remedial action, ensuring efficient provision of services
- Ensures compliance to all policies, procedures, Standard Operating Procedures (SOP), with recommendations for action and continuous improvement
- Collaborates with other departments to ensure safety and security of operations
- Coordinates the compilation of monthly management reports to the Port Director and Board of Directors
- Assists in preparing, justifying and administering operational department's budgets, monitors budget performance against projected performance to ensure that budget objectives are met, and initiates or recommends corrective action on budget variances
- Provides input to management on establishing appropriate Key Performance Indicators (KPI), and is responsible for analysing and measuring the department's performance
- Undertakes any reasonable training that is required to perform duties as business needs change, including training for current or new duties as well as the periodic reassessment of existing certifications
- Assists in pre/post natural disaster activities
- The incumbent may be required to perform other duties as directed by the Port Director or designate to ensure efficient operations as business needs change

#### Communication

- Provides leadership and effective communication to management, employees and other stakeholders
- Collaborates with other departments on cross-department initiatives
- Holds operational meetings with managers on a routine basis and as needed
- Develops effective marketing campaigns and social media presence to promote PACI's services, and analyses the effectiveness of communication activities
- Consults with executive management in responding to media and general public inquiries
- Participates on various committees and advisory groups related to maritime trade, real estate, and commercial and customer services

## Human Resources

- Manages the commercial and customer services department required to accomplish PACI's mission, vision, goals and objectives
- Collaborates with Human Resources for effective recruitment and orientation of Commercial and Customer services employees
- Conducts performance appraisals and liaises with Human Resources to develop appropriate training and development plans for employees under incumbent's responsibility
- Maintains and enhances a positive culture and work environment for Commercial and Customer Services employees
- Ensures that Commercial and Customer Services employees are achieving specified objectives and performance targets

## **QUALIFICATIONS & EXPERIENCE**

- A Bachelor degree from a recognised college or university with a major in Management, Business Administration, Marketing, Communications, or a closely related field; a Master degree is preferred
- At least seven (7) years of relevant management level experience sufficient to demonstrate the ability to meet the demands of the position

## **PREFERRED SKILLS**

- Advanced analytical, research, problem solving, decision making, time-management and interpersonal skills
- Proven leadership and strategic thinking skills
- Excellent negotiation skills and ability to influence
- Excellent verbal and written communication skills including business writing, report preparation and public speaking skills
- A strong understanding of financial reporting and budgeting
- Ability to research and understand safety and risk management issues, and identify appropriate methods to address them
- A high level of maturity, professionalism, initiative, and ability to maintain confidentiality
- Ability to succeed in an environment of pressing deadlines and changing conditions
- Ability to develop effective business development and marketing programmes, and assist with strategic and short- and long-term business planning
- Proficient in Microsoft Office suite

## Attributes

- Ability to lead yourself and others, through delivering results with integrity and in a responsible, inclusive and resilient manner
- Skilled at building and maintaining genuine relationships that are built on trust, networking both internally and externally
- Possess a wealth of knowledge and insight, and a willingness to continuously learn, considering a broad range of perspectives, and creating value through innovation
- Effectively apply a range of technical capabilities, while maintaining prescribed standards to deliver quality and value for customers; collaborating with team members and continuously building technical expertise and knowledge

## **ASSIGNMENT & PLANNING OF WORK**

The incumbent must have the initiative and drive to identify areas that require attention, the ability to work independently with minimal input from the Port Director, and the ability to plan his/her own work and the department's work to meet targets and deadlines.

## **SUPERVISION OF OTHERS**

- Direct supervisory responsibility as defined in the PACI Human Resources Policies and Procedures and / or as outlined in the Cayman Islands Port Authority Law (1999 Revision).
- The incumbent is directly responsible for the supervision of the Manager - Business Development / Marketing.

## **WORKING CONDITIONS**

### Environment

Work is performed primarily in a standard office environment with occasional travel to different sites. This is a full-time position. Standard days and hours of work are weekdays 8:30am – 4:00pm. The incumbent may be required to work extended hours including evenings, weekends and public holidays and may be required to travel (primarily to the Sister Islands, the Caribbean and North America).

### Physical

Primary functions require sufficient physical ability and mobility to work in an office setting. This includes the ability to stand or sit for prolonged periods of time, and to occasionally stoop, bend, kneel, crouch, reach, and twist. Additionally, the incumbent may be required to lift, carry, push, and/or pull light to moderate amounts of weight, to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard. Travel to other locations using various modes of private and commercial transportation is occasionally required. The incumbent must verbally communicate to exchange information.

### Vision

See in the normal visual range with or without correction. Specific vision abilities required by this job include close vision, distance vision, colour vision, peripheral vision, depth perception, and the ability to adjust focus.

### Hearing

Hear in the normal audio range with or without correction.