



**CORAL  
TRIANGLE  
CENTER**

Inspiring People Saving Oceans

## **Business Development Specialist**

The Coral Triangle Center is a foundation registered in Indonesia that trains marine resource managers and educates all groups that interact with coastlines and reefs within the Coral Triangle. With a focus on training and enabling local communities, the CTC supports marine protected areas, coordinates a learning network for MPA practitioners, connects the public and private sector on coastal issues, and is developing a learning center of excellence in tropical marine resources management. CTC continues to develop a unique and integrated learning program by doing based on the needs of professionals and stakeholders to manage their marine natural resources. The applied training and learning programs are adaptive, innovative and customized to abate threats, address constraints and promote sustainable practices. Check our website at [www.coraltrianglecenter.org](http://www.coraltrianglecenter.org).

### **Essential Functions**

As Business Development Specialist, the role will be assisting in the area of, but not limited to:

- Business Development & Marketing of the CTC Center for Marine Conservation:
  - Getting tractions and help acquiring business for the products of CTC Center
  - Achieving targeted metrics e.g. sales, number of visitors, partnerships.
  - Implementing the sustainable ecotourism and marine tourism to the Center products.
  - Maintaining relationship with key existing partners and building partnership with potentials partners.
- Product Development: supporting the new product development and pre-marketing of them e.g. the digital layers/Augmented and Virtual Reality learning, Escape Room, retail merchandise items, among others.
- Building Capacity of CTC: helping develop system, procedures and learning modules at the Center as needed, specifically for the Center's team.
- Supporting special projects in relations with sustainable tourism implementation at the Center and for CTC Foundation, as needed.
- Supporting the Outreach, Communications and Special Events of CTC Foundation as needed.
- Supporting the Operations of the CTC Center for Marine Conservation as needed.

The role will report to Sr. Operations & Business Manager and is part of the Center for Marine Conservation Department. The role assists in reaching the Department's annual set goals and objectives.

### **Qualifications & required knowledge and skills:**

- 3 years of experience in similar role with proven track records
- Fluent Bahasa Indonesia and English
- S1 in business or relevant education, S2 is preferred
- Understanding of sustainable tourism and marine conservation is preferred
- Enthusiastic, honest, hardworking, having good initiative, and a team player

Please send your CV and application letter to: [hrecruitment@coraltrianglecenter.org](mailto:hrecruitment@coraltrianglecenter.org)  
(Closing date for application: 31 May 2019)