



# BEACH AUTHORITY

**POST: General Manager (on contract)**

**Note:**

Salary Scale: Rs. 110125/- (PRB 2021)

**Qualifications:**

- A. A Cambridge Higher School Certificate or Passes in at least two subjects obtained on one certificate at the General Certificate of Education “Advanced Level” or an equivalent qualification acceptable to the Board.
- B. A degree from a recognized institution in Administration and/or Management or Economics or Environment or Engineering or in a related field acceptable to the Board.
- C. At least five years’ post-qualification experience at senior management level.
- D. Candidate should also have:
  - (i) strong leadership and motivational skills;
  - (ii) a high sense of trustworthiness, responsibility and integrity;
  - (iii) excellent communication and interpersonal skills; and
  - (iv) the ability to lead a multidisciplinary team

Proven knowledge and experience in beach or sea-related activities will be an advantage.

Candidates should produce written evidence of any experience claimed.

**Duties:**

1. To be responsible for:-
  - (a) the management of the day-to-day business of the organization; and
  - (b) the timely execution of policies and programmes determined by the Board.
2. To advise on the policy formulation and strategies related to organizing recreational/leisure activities and infrastructural development on beaches.
3. To coordinate with relevant Ministries and organizations for the timely implementation of beach related project.

4. To prepare programmes for assistance from various organizations and donors
5. To develop a favourable image and to promote the activities of the Authority within the External Environment.
6. To arrange sensitization campaign for the intention of the users of the beach.
7. To perform such cognate duties as may be assigned.

**Date: 19 February, 2025**

*Rm/lc*