

DIGITAL CHANNEL MANAGER

Do you do Tourism? Are you passionate about South Africa? Are you a digital thought leader, excited about the opportunity of building the greatest brand in an inclusive economy? If yes, a vacancy exists for a Digital Channel Manager at South African Tourism's Head office in Sandton. This position reports to the General Manager: Brand and Marketing. If you possess the required skills, experience and are an energetic team player interested in joining a dynamic organisation committed to developing a better South Africa, we invite you to apply.

KEY OUTPUTS:

- Strategically drive the delivery of world's best destination marketing organisation digital product.
- Work with the global brand team to develop and maintain the South African Tourism digital product set.
- Develop and manage a multi-national digital strategy and operational plan to fulfil stakeholder and in-country requirements for both campaigns and always on requirements.
- Manage and lead the agencies and stakeholders required to fulfil strategies.
- Form key partnerships digital partners across the globe for the fulfilment of strategies.
- Guide and drive the organisation in digital thought leadership, trends and innovation.
- Development of key performance areas for the South African Tourism digital product set.
- Drive the delivery of key performance indicators across:
 - Web and mobile applications
 - Social media channels
 - Sentiment analysis
 - Database's
 - Digital asset management

QUALIFICATIONS AND EXPERIENCE:

- A Degree in Marketing/Communications/Advertising or any related degree
- Experience in digital marketing including:
 - Digital campaign management
 - SEO
 - Content strategy
 - Social media
 - Online reputation management
 - Media planning and optimisation
- Experience in digital product development and management
 - User experience and user centred design
 - Content management systems

- Website development and maintenance
- Application development and maintenance
- Experience in analytics and reporting
 - Dashboard creation
 - Campaign reports
 - Creation of board reports
- Knowledge and understanding of:
 - Ad serving technology
 - Social media monitoring and publishing tools
 - Digital trends and core technology
 - Google stack
- Ten years collective working experience

KNOWLEDGE AND UNDERSTANDING OF:

- The tourism industry and advertising principles and standards
- Understanding of ICT prescribed practices and legislative requirements for data security and information management
- Communications and information management legislative requirements

Visit us @ www.southafrica.net

Detailed CV to be sent to : brandmarketing@southafrica.net
Closing date : **07 September 2018**

Should you have not heard from us within two weeks after the closing date,
kindly consider your application unsuccessful.
No late applications will be accepted.