



SOUTH AFRICAN TOURISM

TRADE RELATIONS OFFICER (UK)

An exciting opportunity exists for a Trade Relations Officer to join the UK office in Central London reporting to the Marketing & Promotions Manager. If you are passionate about South Africa, travel and tourism and possess the required qualifications and skills, we invite you to apply.

KEY OUTPUTS:

- Assess training needs within the trade landscape
- Develop and maintain relationships with Key Trade Accounts in the UK.
- Develop and maintain relationships with stakeholders and trade partners in South Africa.
- Compile and submit monthly trade reports
- Work with the Manager: Campaigns and Partnerships to identify, negotiate and performance manage collaborative marketing initiatives and partners.
- Identify and run once-off campaigns with trade.
- Keep and report data on completed courses, platform issues. Observe and evaluate results of the training programs.
- Plan, organize and execute trade fam trips.
- Work with Marketing and Communication teams to identify trade partners for B2C campaigns and manage accordingly.
- Conduct 'sales calls' with strategic identified trade partners in the UK and Ireland.
- Manage the trade social media platform with the in-country social media agency.
- Distribute information monthly to in-market trade and trade partners on assigned digital platforms.
- Plan and manage Trade hostings & workshops
- Help conceptualise and manage trade media campaigns.
- Support Trade Training Specialist with managing the online SA Specialist training programme.
- Execute SA Specialist marketing opportunities to set guidelines.
- Use market research reports to strengthen trade relationships.

QUALIFICATIONS & EXPERIENCE:

- A diploma Tourism Management or equivalent
- 2 to 5 years in Trade or Marketing related position
- A legal right to work in the UK (no work sponsorship will be provided)

QUALITIES:

- Good interpersonal and negotiation skills
- Public speaking and presentation skills
- Computer and Report writing skills
- Creativity and Innovative
- Team player
- Admin and project management skills
- Rule-orientated, i.e. able to work in a highly-regulated environment

Visit us @ www.southafrica.net

Please send your detailed CV to: tourismexecution@southafrica.net

Please send enquiries to : tolene@southafrica.net

Closing date : **14 February 2019**

No late applications will be accepted.

**South African Tourism does not offer Work Permit sponsorship. Applications from
NON-UK based applicants will not be considered.**