



Inspiring new ways

MARKETING AND COMMUNICATIONS MANAGER: WEST AFRICA
Based in Nigeria, Lagos
GRADE: D2

Are you passionate about marketing tourism destinations? Are you an astute marketer, excited about the opportunity of building the greatest brand in an inclusive economy? If yes, a vacancy exists for a Marketing and Communications Manager at South African Tourism's West Africa office in Nigeria.

Key tasks:

- Develop, Manage and Implement Communications strategy.
- Develop, Manage and Implement Marketing strategy & implementation
- Liaise with and manage communication agencies and service providers.
- Ensure consistent communication of image and position throughout the region both internally and externally across all constituencies and brand touch points.
- Coordinate and host of Press/Media familiarisation trips to South Africa.
- Monitor, evaluate and optimise all marketing activities and platforms.
- Produce regular reporting & tracking, as required
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Qualifications & Experience:

- Degree in Marketing/Media/PR or equivalent qualification
- At least 5 years' experience in Marketing, PR, Communications, digital and social media platforms.
- Extensive knowledge and networks with media is essential including networks with brand/marketing fraternity
- Good knowledge and track record in marketing - understand and translate marketing strategy into appropriate communications messages.
- Travel and Tourism experience would be beneficial
- At least 3 years' experience in managing agencies.
- Budget management experience

Qualities:

Good interpersonal skills • Initiative • Extroverted • Attention to detail • Computer and presentation skills • Public speaking skills • Proactive in recognising and seizing communications opportunities - a brand ambassador • Understanding policies and managing paperwork • Readiness to travel for work

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Please send your detailed C.V. to: tourismexecution@southafrica.net
Closing date: **8 February 2019**. No late applications will be accepted