

## **MARKET ACCESS FACILITATION SPECIALIST: TOURISM GRADING COUNCIL OF SOUTH AFRICA**

An exciting opportunity exists for a Market Access Facilitation Specialist in the Brand and Marketing Business Unit at South African Tourism's Head office in Sandton. This position reports to the Quality Assurance and Development Manager. 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:**

- Manage stakeholders involved in speed marketing events, PROVINCIAL TOURISM AUTHORITIES, SATSA, MOJA, DIRTY BOOTS, TGCSA, TEP etc.
- Manage the expectations and objectives of all relevant stakeholders.
- Manage completely the project of the Speed Marketing Projects.
- Create and execute the Speed marketing business plan including:
  - Overall Marketing Strategic Plan.
  - Development and execution of the PR & Communications plan.
  - Budget planning and effective budget management.
  - Stakeholder communication, buy-in and management.
  - Measuring and reporting speed marketing outcomes.
  - Share with stakeholders the importance of the speed marketing and promote the “speed marketing” events in the Industry.
- Produce an annual project plan with a budget.
- Manage the budget in line with company policy and PFMA regulations.
- Produce quarterly budget reports and cash flow forecasts.
- Engage with the Chief Quality Assurance Officer and other business unit heads to provide an advisory market access facilitation role.
- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business heads, trade and broader industry/sector players, and the world.
- Prepare monthly reports and make presentations as required.

### **QUALIFICATIONS AND EXPERIENCE**

- A Bachelor's Degree in PR/Hospitality/Marketing/Travel & Tourism Management or equivalent.
- 1-3 years in Project Management and Marketing experience or a related field.
- Experience in PR & Communications, Product Development / Project Management, Destination and/or Marketing
- Good Financial and customer service experience



## KNOWLEDGE AND UNDERSTANDING OF

- The PFMA and regulations, and other relevant legislation - e.g. the National Strategic Intelligence Act; the National Archives of South Africa Act; the Promotion of Access to Information Act.
- Government priorities and imperatives.
- Performance monitoring, evaluation and reporting frameworks, systems and processes.
- Communications and information management legislative requirements.
- All Public Service systems.
- Knowledge of quality standards (e.g. ISO).
- Sound understanding of the tourism industry with a niche focus on the business tourism industry, locally and internationally.

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Detailed CV to be sent to : [brandmarketing@southafrica.net](mailto:brandmarketing@southafrica.net)

Closing date : 27 February 2019

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.

