



Job Advertisement

CHIEF MARKETING OFFICER 5 YEARS FIXED TERM CONTRACT

About SA Tourism

South African Tourism is a Data & Insights led Destination Marketing Organisation (DMO), established in terms of the Tourism Act of South Africa to market the country as a domestic and international tourist destination. It executes this goal by marketing the country's tourism products and facilities both domestically and internationally to achieve the government's primary purpose of improving its citizen's lives through the inclusive growth of the South African tourism economy.

PURPOSE OF THE JOB

To be the key advocate for South Africa as a leisure and business events brand. Develops the brand, marketing, advertising and communications strategies for operational execution, and develops plans on how to maximise the SA Tourism's execution of the strategies. This includes monitoring and management of the brand, communications, advertising and marketing plans in the market, focussing on advertising, media, digital and PR.

KEY OUTPUTS

Brand and Marketing Strategy development

- Formulate the comprehensive Marketing strategy, review and approve all Marketing strategies
- Support and collaborate with the Chief Operations Officer and business unit leads to drive strategy, plan and portfolio development and innovation to help shape the 5-year strategic plan for the brand (Brand - South Africa as a Tourist Destination).
- Develop the marketing and brand campaign plans, schedule, and blueprint material to be customised per market.
- Stay up to date on new and changing brand and marketing mediums and platforms and co-develop strategies for activating the brand (South Africa) using these platforms in the various markets.
- Ensure strategy development is aligned to overall 5-year strategic plan objectives and in-country market needs.
- Develop and annually review the relevance, and applicability of the Brand, Communications, Marketing and Channel strategies to manage and measure execution performance.

Brand and Marketing content, best practice standards and guideline development

- Develop market PR/digital management/new media approaches using input from Brand Management and Tourism Execution teams.
- Evaluate digital marketing performance and lead the Marketing team in creating excellent web and social media presence that enables brand awareness.
- Create inspiring designs, content and campaigns that will build the brand, eventually driving arrivals
- Understand and leverage consumer needs and drivers for input into markets.
- Develop briefing strategies, content, best practice standards and guidelines for global advertising and marketing campaigns including radio, outdoor and print specific initiatives.
- Ensure clarity of linkage to brand narrative (as per creative platform) according to market requirements and brand positioning.
- Translate brand Corporate Identity (CI) according to market dynamics and trends.
- Design the brand CI strategy - iconography/colour/symbols for implementation across the markets.
- Manage the agency contract and drive co-creation of all channel, communications, marketing, brand and advertising strategies and content.
- Manage and evaluate third party suppliers to ensure excellence is delivered across the marketing mix within the markets.
- Develop proactive agility to respond to market and competitor dynamics.
- Ensure that the Brand Team is able to develop marketing and brand content that meets the SA Tourism and industry best practice standards.
- Approve the SA brand look and feel for use across the markets.

Brand and Marketing Strategy execution monitoring and performance evaluation

- Manage and evaluate in-country third party suppliers to ensure excellence is delivered across the marketing mix.
- Understand and leverage consumer and execution team passion point, needs and performance drivers across the various markets.
- Manage and monitor the strategy and content development budget against set targets (media, production, fees etc.).
- Conduct post campaign reviews of all marketing and advertising programs and initiatives to identify lessons learnt and facilitate alignment and continuous improvement of these programmes/initiatives, according to in-country market needs.

Innovations Planning and Management

- Account for the co-creation and collaboration with the heads of business units for the development of margin enhancing/value-add and innovation strategies
- Drive global SA Tourism brand consistency and relevance.
- Ensure that relevant innovations are rolled out across multiple markets catering to the specific market needs.

Stakeholder Engagement and Communication and SAT leadership team participation

- Work closely with Strategy, Insights and Analytics function to create solid Marketing strategies and plans to reach different segments.
- Engage with CEO, employees, and SA Tourism stakeholder environment regarding all impacting industry and organisational changes and developments.
- 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.
- Develop and execute innovative stakeholder communication strategies to ensure stakeholder information about the work that SA Tourism is doing.
- Position SA Tourism as a thought leader in the industry and ensure that market influencers are aware of and support the brand.
- Communicate and engage employees on strategic directions and decisions taken for by the business.
- Interface with business units to understand strategic and functional business needs and monitor and measure the services provided by the Brand and Marketing business unit team members.
- Operate within delegated authorisations.
- Adhere to the values of the SA Tourism at all times.
- Prepare monthly reports and make presentations as required.
- Participate in management meetings, committees and relevant governance structures.
- Support the implementation of all management decisions.

Business Unit People and Resource Management (Team Leadership)

- Oversee all activities and performance of the Marketing function and manage business unit performance against set target, KPIS and metrics
- Monitor and approve all strategies applied by the Marketing sub-functions
- Evaluate Business unit performance against targets.
- Develop, manage and monitor the execution of business unit operational plan against set targets and KPIs.
- Conduct budgetary planning for the business unit and account for spend on research and innovation initiatives.
- Ensure sufficient capacity and information is provided to staff within the business unit to achieve set performance objectives.
- Manage the performance of employees in accordance with organisational policy.
- Motivate team members and create a culture of high performance.
- Manage employee related matters within the business unit.

QUALIFICATIONS AND EXPERIENCE

- A bachelor's degree in Marketing/Advertising/Business Development/Management/Business Administration/International Relations/Public Relations or a bachelor's degree in any other field with relevant experience
- A post graduate qualification in Marketing/Advertising/Business Development/ Management and/or relevant field will be an added advantage
- Professional accreditation in marketing will be an added advantage
- 10 years' work experience in Marketing, Advertising, Communications and Media (press and digital) with experience in Destination Marketing industry or similar background.
- 5 years' experience in Senior General Management experience.
- Experience in international/multinational marketing organisation
- Ability to operate and manage in a Matrix organisation with multiple stakeholders
- Savvy marketer and a great communicator
- Relationship/Stakeholder management and networking

KNOWLEDGE AND SKILLS

Knowledge and understanding of:

- Marketing and Advertising principles and strategies
- Government priorities and imperatives (National Development Plan)
- Performance monitoring, evaluation and reporting frameworks, systems and processes
- Corporate Governance Regimes such as King (IV) & PFMA
- Communications and information management legislative requirements.
- Thorough knowledge of marketing principles, brand, product and service management
- Deep understanding of changing market dynamics
- Demonstrable experience in developing efficient strategies and business plans for all marketing aspects (branding, product promotion etc.)
- Solid understanding of market research, data analysis methods and application.

Visit us @ www.southafrica.net

Detailed CV to be sent to : juanita.edkins@signium.co.za

Closing date : **14 April 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.