



SOUTH AFRICAN TOURISM

POSITION: HUB HEAD UK/IRELAND

LOCATION: LONDON, UNITED KINGDOM

Do you do Tourism? Are you passionate about South Africa? If yes, a vacancy exists where South African Tourism (SA Tourism) is searching for a South African national who is a results-driven, credible individual with strong interpersonal and influencing skills, strong business acumen and a creative flair; to join our dynamic organisation as Hub Head reporting into Regional General Manager.

BACKGROUND

Tourism is a significant economic activity in South Africa and a key economic stimulant for job creation and increasing the GDP (Gross Domestic Product). Given the importance of growing tourism, both locally and internationally, using innovative and focused strategies based on research, South African Tourism requires the service of a dynamic individual who will fit into its stimulating culture and add value to its vision of making South Africa the preferred leisure and Business Events destination in the World.

KEY PERFORMANCE AREAS

- Analyse and interpret the global brand and trade strategy in the formulation of hub marketing and trade strategies
- Analyse and interpret hub research, market insights and market intelligence information to localise brand and marketing and implementation strategies
- Nuanced understanding of competitor destination strategies and opportunities
- Development and implementation of business plans for the hub to ensure plans meet the objectives and respond to the challenges of the Hub
- Management of Hub operations by continuously evaluating and monitoring ways to optimally operationalise hub strategies for greater ROI and ease of doing business
- Establish working relationships with senior tourism and non-tourism companies and stakeholders in the hub that would be beneficial to the implementation and achievement of SA Tourism objectives
- Establish communication channels with stakeholders to ensure synergies are established to maximise returns
- Manage the budget efficiently and effectively in a manner that derives ROI for SA Tourism
- Leverage on economies of scale within the hub and SA Tourism as a whole
- Ensure Public Finance Management Act and procurement regulations are adhered to
- Ensure organisational policies and procedures are adhered to
- Identify and manage operational risks
- Leadership and oversight of team members to guide, advise, motivate and ensure effective communication in accordance with organisational policies
- Continuous performance management to ensure that performance contracts are effectively implemented and reviewed
- Continuous assessment of performance to identify staff development requirements
- Actively participate in management meetings, committees and relevant governance structures

QUALIFICATIONS & EXPERIENCE

Envisaged for appointment, is a seasoned South African National professional with the following qualifications and Experience:

- An appropriate Degree in Marketing/Business Sciences/Commercial or equivalent qualification with minimum of three 3 years at a tertiary institution
- A bias or action and data-driven decision making;
- Minimum of 10 years senior strategic management experience coupled with an operational outlook and focus
- Project Management experience
- Strong understanding of branding, marketing and Public Marketing and communication agency services management experience
- Experience within the travel and hospitality industry will be an added advantage
- Proven track record of stakeholder relationships
- Good understanding of South African Government imperatives

QUALITIES

- Superior interpersonal skills- persuasive and influential
- Excellent communication skills - both written and verbal
- Ability to work and negotiate with people at various levels of seniority
- Ability to work within a matrix team environment
- Well-travelled and able to operate in various countries and markets
- Strong business acumen with an ability to operate at a strategic level
- Unquestionable ethics and values
- Ability to understand and interpret data
- Responsible, accountable and self-motivated

Visit us @ www.southafrica.net

Enquiries : tourismexecution@southafrica.net
Please send your detailed CV : tourismexecution@southafrica.net
Closing date : Monday, 3 June 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.

Appointment of candidates will be subject to relevant qualifications checks and security clearance.