



Inspiring new ways

MANAGER: TRADE RELATIONS

GRADE: D2

Australia

One (1) year fixed-term contract

An exciting opportunity exists to join our International Marketing team in Australia. If you are passionate about South Africa, travel and tourism and meet the minimum requirements, we invite you to apply.

Key Outputs:

- Develop and implement annual trade business plans in line with the trade strategy
- Compile and manage the annual trade budget in line with company policy
- Develop and maintain relationships with travel trade
- Identify, negotiate and performance-manage joint marketing initiatives and campaign participation with travel and non-travel partners
- Develop and implement workshops, road-shows, familiarisation trips, etc. to educate the travel trade on selling South Africa
- Brief communication agencies on required marketing collateral, digital campaign management & evaluation
- Manage integrated projects, from brief to 360 supplier management, reporting/monitoring & evaluation
- Drive sales through seminars, trade shows, marketing meetings, product launches, etc.
- Manage a trade contact database
- Deliver routine reports on activities as per the business requirements

MINIMUM REQUIREMENTS

Qualifications & Experience:

- A relevant degree or diploma;
- Minimum of 3 years experience in sales and marketing
- Previous experience in tourist destination marketing organization is beneficial

Qualities:

- Good interpersonal and negotiation skills
- Public speaking and presentation skills
- Computer and Report writing skills
- Creativity and Innovative
- Team player
- Rule-orientated, i.e. able to work in a highly regulated environment
- Knowledge of South African products/industry preferred

Visit us @ www.southafrica.net

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