



SOUTH AFRICAN TOURISM

GENERAL MANAGER: EXHIBITIONS & STRATEGIC EVENTS

The vacancy for a General Manager: Exhibitions & Strategic Events exists at our Head Office in Sandton, reporting to the Chief Convention Bureau Officer. We invite applications from talented individuals who possess the required skills and experience.

KEY PERFORMANCE AREAS

SOURCING AND MANAGEMENT OF THE STRATEGIC PARTNER:

- Develop specifications and manage the process of sourcing of exhibition management companies
- Manage implementation of the contracts with exhibitions management companies as well as periodic reviews of the performance of SAT Events against a number of pre-determined objectives.
- Manage develop and implement the Growth Strategy that will offer SAT Events regional recognition and international stature to feature on international calendar of events.
- Develop and implement various programmes, plans and campaigns e.g. Hosted Buyer Programme and Exhibitor Programme are aligned to the overall objectives of SA Tourism.

MANAGE AND IMPLEMENT THE SALES AND MARKETING FOR INDABA AND MEETINGS AFRICA:

- Develop a brand Strategy for INDABA to ensure that the equity is realised back in INABA.
- Implement the INDABA brand strategy in order for INDABA to be a global tourism event.
- Oversee and direct the sales strategy that will maintain and grow the number of participants at INDABA and MA.

SOURCE AND APPOINT PROVINCE, CITY AND VENUE FOR INDABA AND MEETINGS:

- Implement and manage tender process to appoint the city and venue for INDABA and Meetings Africa
- Manage development of framework for the tender process
- Oversee and direct the tender process to ensure that the best possible exhibition management company is appointed.

SOURCE AND APPOINT A STAND BUILDER FOR ALL INTERNATIONAL EXHIBITIONS:

- Lead negotiations, structure and conclusion of the contract/s with the standard building company and performance clauses.
- Manage implementation of the contract with the stand building company as well as periodic reviews of the performance of SAT Events as number of predetermined objectives

OPERATIONAL MANAGEMENT OF ALL INTERNATIONAL EXHIBITIONS:

- In conjunction with the leisure, business events and Grading Council, strategically develop for approval a calendar of events that will position SA as a leisure and business events destination as well as improved visitor experience through quality assurance
- Manage design and building pf the exhibitions stands
- Manage client events and all events related logistics
- Manage suppliers and service providers delivering on various projects and project elements.

FINANCIAL MANAGEMENT:

- Manage booking of space as well as the conclusion of contracts with exhibition organisers for all approved local and international events
- Manage sales of exhibition space and conclude contracts with exhibitors.
- Oversee and manage all financials, including the collections of all payments in relations to space sold.

EVENTS PROJECT MANAGEMENT:

- Develop best practices, tools and templates for project execution and management
- Manage and facilitate the portfolio management process by capturing project requests, develop a project prioritisation model, create and maintain a repository for projects requests, project underway and requests pending.
- Define project scope, goals and deliverables that support project goals in collaboration with project managers, senior management and stakeholders
- Manage development of full scale project plans, projects teams and associated documents.
- Manage changes in project scope and identify project risk/problem areas and trouble shoot problem areas
- Develop and manage Events budget
- Determine the frequency and content of status reports from project teams
- Build relationships vital to the development of projects
- Develop project dashboards and portfolio dashboards for tracking status of all projects in the organisation based on updates from project managers
- Post-project review for effective monitoring and evaluation of corporate projects

PROJECT GOVERNANCE, COMPLIANCE AND BUDGET MAANGEMENT:

- Manage the development and implementation of the project governance structures for reporting, evaluation and monitoring.
- Ensure that all projects and Events Project are compliant with SA Tourism policies with no occurrence of irregular, unauthorised, fruitless and wasteful expenditure.
- Develop project budget for approval and manage budget expenditure for the Events Project Unit.

E-MARKETING AND ADVERTISING:

- To direct, develop, manage and review the e-marketing strategy of all exhibitions and events.
- Direct the process of updating and maintaining content on all exhibitions and events website
- Direct strategic input into the e-marketing at all international and local exhibitions and events
- Creative input into all exhibitions and events advertising campaigns
- Direct input into the development of all exhibitions and events advertising campaigns
- Operational planning and implementation of all exhibitions and events advertising campaign
- Direct the strategic input into all exhibitions and events technical systems, social media, markets, trends, branding.

PR AND COMMUNICAITONS:

- Direct input to al exhibitions and events PR and Communications activities
- Direct input into the development and execution of all exhibitions and events PR and Communication strategy
- Direct input for media liaison of all exhibitions and events

COMPETENCIES:

- Manage the Events/Agency status meetings
- Manage weekly status meeting with agencies and liaise regarding projects
- Prepare, review and submit status reports

- Ensure performance against contractual obligations
- Technical knowledge of contractual rights and limitation

MINIMUM REQUIREMENTS:

- Degree in Project/Business Management, Business or a general Bachelor degree
- Minimum of 5 years' experience in Project Management including proven experience in successfully planning and executing strategic projects
- Minimum of 10 years' experience in a Marketing or events environment
- Experience in government operations is required
- Knowledge of the Tourism industry and thorough understanding of South African Tourism mandate

COMPETENCIES:

- Good strategic management skills
- People management
- Superior interpersonal skills, persuasive and influential
- Excellent verbal and written communication skills with extensive command of English language
- Ability to perform within diverse and dynamic internally and externally
- Planning and organising skills
- Proficient in administration, financial and relationship management
- Ability to work and negotiate with people at various levels of seniority
- Highly presentable with excellent business acumen

Visit us @ www.southafrica.net

Please send your detailed CV to Human Resources: Email: ncb@southafrica.net

Applications close on **13 September 2019**. No late applications will be considered