



**SOUTH AFRICAN TOURISM**

## **MARKETING AND COMMUNICATIONS OFFICER**

### **Temporary Role (Based in London, UK)**

An exciting opportunity exists to join our International Marketing team in London, UK for a maternity cover role. If you are passionate about South Africa, travel and tourism and meet the minimum requirements, we invite you to apply.

#### **Key Outputs:**

- Develop a comprehensive marketing and communications strategy in consultation with marketing and Promotions Manager.
- Manage and collaborate with PR and Digital agency to ensure integrated agency platform.
- Plan and execute trade and stakeholder communication.
- Update and monitor website with relevant information.
- Manage local B2B and B2C SA Tourism platforms
- Plan and execute media trips in conjunction with the PR agency.
- Ensure in-country work across consumer and trade media are aligned with global messaging
- Conduct/assist bi-weekly agency check-in meetings to monitor project deliverables.
- Identify and negotiate strategic media partnerships with regional media groups to ensure frequent coverage and earning top of mind awareness.
- Identify potential media opportunities and develop a calendar that highlights the events and the action required.
- Create monthly content plans for all local SA Tourism content platforms.
- Increase website traffic, social media followers and engagement through a mix of online and offline marketing and promotional initiatives.
- Develop and create monthly analytics reports for social and digital platforms, assess and evaluate its performance for the monthly Hub Report.
- Provide a comprehensive analysis and reporting on consumer /media/shows/events/activations.
- Prepare all project briefs in conjunction with Marketing and Promotions Manager in line with approved business plan objectives and budgets per hub
- Ensure finance and paperwork with agencies and partners are up to date and aligned with supply chain policy

#### **MINIMUM REQUIREMENTS**

##### **Qualifications & Experience:**

- Knowledge of CRM and CMS platforms, Email Marketing Platform, Google analytics, Social media monitoring tools.
- A legal right to work in the UK (no work sponsorship will be provided)
- 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

Visit us @ [www.southafrica.net](http://www.southafrica.net)

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Please send your detailed CV to : [tourismexecution@southafrica.net](mailto:tourismexecution@southafrica.net)  
Closing date : 13 September 2019, 5pm

**No late applications will be accepted.**

**South African Tourism does not offer Work Permit sponsorship. [Applications from NON-UK based will not be considered.](#)**