

REGIONAL MARKETING & CAMPAIGNS MANAGER SOUTH EUROPE HUB

An exciting opportunity exists for a Regional Marketing and Campaigns Manager to join our Tourism Execution team in Paris, France. This position reports to the Head: South Europe Hub. If you possess the required skills, experience and are an energetic team player interested in joining a dynamic organisation committed to developing a better South Africa, we invite you to apply.

Key Outputs:

Consumer Strategy Development & Implementation

- Participate in the development of the annual business plan
- Development and implementation of the consumer strategy
- Development and implementation the annual marketing activity calendar
- Briefing and management of marketing projects
- Localization of campaign in all South Europe markets
- Management of 360 marketing consumer campaigns
- Development and implementation of digital marketing strategy including social media
- Monitoring and management of digital consumer engagement platforms
- Development and implementation of the media buy strategy & schedule
- Development and implementation of the annual PR plan
- Implementation and management of corporate communications
- Coordination of media & influencer hosting to generate destination appeal content
- Destination content generation

Channel Strategy Development & implementation

- Participate in the development of the channel strategy
- Localization of strategy and creative
- Liaise with the Channel & Partnerships Manager: South Europe on B2B & B2B2C campaign requirements
- Development and implementation of the B2B marketing campaigns
- Development of the media buy strategy and schedule implementation.
- Development and production of trade & consumer collateral
- Distribution and management of trade & consumer collateral
- Liaise with the Channel & Partnership Manager: South Europe on collateral requirements
- Coordination and management of destination content for industry newsletter

Product Development

- Development of the experience matrix and content calendar
- Development of content to support new routes and experiences development
- Create content that address business barriers / challenges
- Planning & management of media & influencer hosting on relevant routes and experiences

Stakeholder Engagement

- Development of stakeholder toolkit
- Create content to optimize on stakeholder information distribution points
- Liaise and collaborate with SA stakeholders on important SA events calendar
- Liaise with the marketing and communications contact at embassies in South Europe on Tourism events
- Liaise with marketing managers of airlines on joint marketing initiatives to increase traffic from South Europe

Administration

- Leadership and management of marketing team
- Coordination and management of marketing agency syndicate
- Submission of monthly, quarterly and annual marketing reports to Head: South Europe
- Submission of quarterly budget projections to the Finance & Administration Manager: South Europe
- Coordination and management of distribution and storage suppliers

Qualifications and Experience

- A Bachelor's degree or equivalent level in Media/Public Relations/Marketing or Travel and Tourism.
- 5-8 years in Public Relations/Media/Communications or a related field, of which 3 years should be in management position.
- Compliance with policies in line with relevant legislation and regulatory requirements namely PFMA, Treasury Regulations and Frameworks on performance information and strategic plans
- Relevant legislation and regulatory requirements for France where the South Europe Hub is operated from as well relevant legislation for Italy, Spain and Portugal as markets serviced within the Hub
- Language proficiency: French and English

Knowledge and Understanding of

- Performance monitoring, evaluation and reporting frameworks, systems and processes
- Knowledge and understanding of financial practices and standards prescribed by regulation authorities
- Budget and financial management experience.
- Administrative support best practice
- French Government priorities and imperatives
- All Public Service systems.
- Communications and information management legislative requirements



Visit us @ www.southafrica.net

Detailed CV to be sent to : tourismexecution@southafrica.net
Closing date : **11 October 2019**

Should you have not heard from us within two weeks after closing date, kindly consider your application unsuccessful.

No late applications will be accepted.