

CHANNEL SPECIALIST SOUTH EUROPE HUB

An exciting opportunity exists for a Channel Specialist to join our Tourism Execution team in Paris, France. This position reports to the Regional Channel & Partnerships Manager: South Europe. 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:

- Design, execute and monitor the annual trade training plan for South Europe
- Conduct a training need analysis to understand trade training requirements
- Co-develop market specific online and face-to-face training programme material according to needs analysis for the South Europe region
- Work with the Channel and Partnerships Manager and appointed agencies and HO support team to develop and implement online and offline training programmes that support one another and assist SA Tourism Hub in reaching strategic objectives.
- Ensure travel trade contact database is up to date with all relevant information at all times for all markets in the region
- Identify and devise a growth path plan with relevant new trade to grow the market and stimulate new business.
- Manage, implement and attend travel shows to represent SA Tourism
- Identify, plan and execute opportunities for trade engagements, amplifying existing platforms such as trade exhibitions.
- Execute and oversee trade engagement plans for South Europe that are defined in the annual integrated marketing and sales plan
- Execute and oversee training specific activities of trade partnerships.
- Identify, manage communication and hosting of relevant trade for Indaba.
- Support planning, co-ordination and execution of projects and activities.
- Present trade sales at seminars, trade shows, workshops etc.
- Prepare, organise and do presentations at consumer functions
- Manage and report on trade engagement programmes to educate the South Europe travel trade on selling South Africa.
- Assess and analyse the B2B and B2C landscape in each market to support the development of relationships with the trade.
- Manage, execute and oversee trade familiarisations by evaluating them against the business objectives and assessing ROI.
- Compile and submit monthly reports.
- Engage with the Channel and Partnerships Manager, Head South Europe Hub, and other business unit heads to provide an advisory trade training role to business.
- Establish platforms to encourage trade relations between SA product and in market trade.
- Monitor and manage SA package distribution in market.
- Manage marketing agencies and supplier's performance.

- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business heads, trade and broader industry/sector players, and the world.

Qualifications and Experience

- Diploma in PR/Marketing/Tourism Management or equivalent.
- Minimum 2 years' marketing experience or related knowledge.
- 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
- Trade sales and training experience is desired
- 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 : **16 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.