

HEAD: DIGITAL TRANSFORMATION FIXED TERM CONTRACT: 36 MONTHS

Do you do Tourism? Are you passionate about South Africa? If yes, a vacancy exists, South African Tourism (SAT) is searching for a results driven, credible individual with strong interpersonal and influencing skills, strong business acumen and creative flair to join our dynamic organisation as **Head: Digital Transformation**

MAIN RESPONSIBILITIES:

- Collaborate and partner with senior management to establish the digital vision and champion the digital function;
- Create and drive digital strategy in support of the vision with an emphasis on delivering transformational change and constructive disruption;
- Partner with all business units to ensure digital investment enables and powers business strategy;
- Research and evaluate existing and emerging concepts and technologies relative to digital marketing, digital technology, and determine the most effective long-range strategy and architecture;
- Lead the development and maintenance of a strong and effective partnership between business and IT;
- Evaluate and, where necessary, develop the requisite IT governance policies;
- Develop a culture of innovation and thoughtful risk taking through the enablement and of agile ways of working;
- Recommend and implement technical strategies and initiatives that will enhance traveller and stakeholder experience, and revenue generation opportunities for purposes of self-funding;
- Partner with Marketing to develop, implement, and/or optimize effective omnichannel traveller experience and enable data-driven digital marketing strategy to improve targeting, personalisation, conversion and destination visitation;
- Continuously evaluate and improve return on digital investment. Use data analytics to track performance to goals and benchmarks and identify opportunities;
- Meet financial objectives through annual budget preparation and ongoing forecasting and results analysis;

- Build, manage, and maintain relationships with third parties and vendors. Keep up to date with evolving technology trends and explore new and effective products or enhancements that will improve traveller and stakeholder experience in support of the strategic objectives;
- Patience to navigate complex organizational structures, collaborate to get buy-in across functions and diplomatically challenge the status-quo and solidify relationships with a broad group of people;
- Participate in the following organisational structures: EPMO reporting, ICT steering Committee member, present digital transformation programme updates to EXCO, and Audit and Risk Committee of the Board.

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree in Computer Science, Business Administration, or a related field is expected; Honours or Masters level preferred;
- PMBOK or other Project Management Certification;
- Proven success in driving digital (business) transformation in a complex environment while motivating, leading, and providing guidance to leadership and cross-functional teams;
- Technology leadership experience, including comprehensive knowledge of traditional and emerging technologies;
- Proven track record of being a successful transformation agent that can succeed in getting people to buy into the vision for change and for being able to address and remove barriers to success. Of critical importance are your strong communication skills;
- Demonstrated outstanding analytical skills in order to develop effective strategies, determine project risks, and deliver the desired business outcomes;
- Proven ability to work cross-functionally and collaboratively with other line managers across the organization;
- Proven ability to develop effective digital and IT strategies pursuant to a digital transformation vision.

Visit us @ www.southafrica.net

Detailed CV to be sent to : hr@southafrica.net
Closing date : 5 August 2020

**Should you have not heard from us within two weeks after the closing date,
kindly consider your application unsuccessful.
No late applications will be accepted.**