

GM: GLOBAL PR, COMMUNICATIONS & STAKEHOLDER RELATIONS

Are you passionate about South Africa? Would you love to do tourism?

An exciting opportunity exists for a General Manager: Global PR, Communications and Stakeholder Relations at South African Tourism's home office in Sandton. This position reports to the Chief Marketing Officer (CMO). 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:

- Develop global public relations and communications strategy for leisure and business tourism
- Develop the global public relations strategy for the South African Tourism brand
- Employ insights and analytics to stay abreast of relevant trends in the market to drive public relations and communications in line with the SA Tourism strategy and goals for both South Africa (as a tourism brand) and South African Tourism
- Refine and align in-country market requirements to global strategy
- Oversee the in-country localisation and execution of the global strategy
- Build an extensive network, and working relationships with media, travel and other relevant stakeholders both within South Africa and international
- Develop and manage a comprehensive internal communications strategy
- Manage all crisis communication
- Oversee the management and development of the plan, strategies and content for media interactions and broader reputation management.
- Create communication campaigns working with media and other stakeholders.
- Engage with the CMO and other business unit heads to provide an advisory

Qualifications and Experience

- A degree in Communications/PR/Marketing/Journalism/Tourism Management or equivalent, preferably with a post graduate area of specialisation
- 8 - 10 years in Public Relations/communications or a related field, of which 3 years should be in management position
- Experience in marketing communications, public relations and media. Tourism experience will be an added advantage.
- Understanding of digital media essential

Knowledge and Understanding of

- The South African media landscape
- South African government priorities and imperatives.
- Performance monitoring, evaluation and reporting frameworks, systems and processes.
- Communications and information management legislative requirements.
- PRISA

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Detailed CV to be sent to : hr@southafrica.net
Closing date : 17 December 2021

Important note:

People with disabilities are encouraged to apply. Due to a large amount of correspondence we envisage receiving, only shortlisted candidates will be contacted. Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful. No late applications will be accepted.