

POSITION: HUB HEAD

LOCATION: EUROPE

Are you passionate about Tourism and South Africa? If yes, a vacancy exists where South African Tourism is searching for South African Nationals who are results driven, credible individuals with strong interpersonal and influencing skills, strong business acumen and creative flair to join our dynamic organisation as Hub Head reporting into Regional General Manager.

We are looking for Hub Heads for our Central Europe, South Europe and UK/Ireland Hubs respectively.

BACKGROUND

Tourism is a significant economic activity in South Africa and a key economic stimulant for job creation and increasing the GDP (Gross Domestic Product). Given the importance of growing tourism, both locally and internationally, using innovative and focused strategies based on research, South African Tourism requires the service of dynamic individuals who will fit into its stimulating culture and add value to its vision of making South Africa the preferred leisure and Business Events destination in the World.

KEY PERFORMANCE AREAS

- Analyse and interpret Regional insights, market intelligence and consumer and traveller trends and identify opportunities for our HUB marketing business and trade strategies;
- Analyse and interpret the global brand and trade strategy in the formulation of localised HUB marketing and trade strategies;
- Development and implementation of the business plans for the HUB to ensure plans meet the objectives and respond to the challenges of specific countries
- Development of marketing communications and barrier messaging for the HUB;
- Lead and manage business partners across an array of disciplines such as creative, activations, PR and digital;
- Management of HUB operations by continuously evaluating and monitoring ways to optimally operationalise hub strategies for greater ROI and ease of doing business;
- Development of new Tourism routes and value chains to drive inclusive growth;
- Establish working relationships with tourism and non-tourism companies; DIRCO and influencers in the hub that would be beneficial to the implementation and achievement of SA Tourism objectives;
- Establish and ensure continuous engagement with relevant stakeholders/partners to influence their buy-in into SA Tourism objectives, and strategy;

- Establish communication channels with stakeholders to ensure synergies are established to maximise returns;
- Establish partnerships that would provide leverage opportunities for SA Tourism;
- Management of the HUB budget and financial transactions;
- Leverage on economies of scale within the hub and SA Tourism as a whole;
- Ensure Public Finance Management Act and procurement regulations are adhered to;
- Ensure organisational policies and procedures are adhered to;
- Identify and manage operational risks;
- Guiding, advising, motivating and communicating with team members;
- Manage performance of employees/employee related matters in accordance with organisational policy;
- Continuous performance management to ensure that performance contracts are effectively implemented and reviewed;
- Continuous assessment of performance to identify staff development requirements;
- Actively participate in Europe leadership meetings, committees and relevant governance structures.

QUALIFICATIONS & EXPERIENCE

Envisaged for appointment, is a seasoned South African National professional with the following qualifications and Experience:

- An appropriate Degree in Marketing/Business Sciences/Commercial or equivalent qualification with minimum of three 3 years at a tertiary institution;
- A bias or action and data-driven decision making;
- Minimum of 5 years' operational management experience, coupled with a strategic outlook and focus;
- Managing and leading an array of business partners;
- Expert in media, especially Social media;
- Project Management experience;
- Understanding branding dynamics;
- Experience within the travel industry will be an added advantage;
- Good understanding of South African Government imperatives.

QUALITIES

- Superior interpersonal skills- persuasive and influential;
- Excellent communication skills - both written and verbal;
- Ability to work and negotiate with people at various levels of seniority;
- Well-travelled and able to operate in various countries and markets;
- Strong business acumen with an ability to operate at a strategic level;
- Ability to understand and interpret data.



Visit us @ www.southafrica.net

Should you be interested, please submit your application with the name of the region you are applying for.

Detailed CV to be sent to : tourismexecution@southafrica.net

Closing date : 14 January 2022

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.

Appointment of candidates will be subject to relevant qualifications checks and security clearance.