



SOUTH AFRICAN TOURISM

Job Advertisement

TRADE RELATIONS & SALES MANAGER: WEST COAST

Are you passionate about South Africa, travel and tourism? If yes, a vacancy exists, South African Tourism is searching for a result driven, credible individual with strong interpersonal and influencing skills, strong business acumen and creative flair to join our dynamic organisation and drive our trade and sales strategy as a Trade Relations and Sales Manager: West Coast.

KEY OUTPUTS:

Develop Annual Trade and Sales Plan and Activations

- Execute annual strategic trade and sales plan.
- Coordinate seamless execution of the trade sales plan across the West Coast.
- Develop an annual timetable of activations.
- Execute annual trade and sales plan and activations.
- Develop and produce periodic performance reports and feedback on monthly activations and annual trade sales plans.
- Develop a performance and ROI dashboard for all trade and sales engagements.
- Identify, manage and participate in key trade events including but not limited to roadshows and trade shows.
- Ensure collaboration between trade sales and marketing comms plan for seamless communication and execution in market.

Building and Maintaining Relationships

- Identify and maintain a database of all Trade and related stakeholders on the West Coast.
- Develop the Trade, Sales and Stakeholder Annual Engagement Plan
- Cultivate, develop new and maintain existing business relationships with travel trade and related stakeholders.
- Consult with trade on annual trade sales plans in line with SA Tourism objectives and key account management principles.
- Organise and attend regular market update events with the Trade.
- Develop a comprehensive communication plan for all Trade on the West Coast.

Manage Trade Distribution Partners

- Develop and maintain strategy for working with the West Coast outbound travel industry
- Identify the appropriate amount and mix of trade partnerships by target market and geographic source market by different tiered cities.
- Negotiate and close partnership sales agreements according to goals and outputs identified for each trade partner.
- Regularly review relationships with trade partners against performance and ensure agreements are implemented according to contract deliverables.
- Ensure signed contracts are legally compliant and regularly updated.



SOUTH AFRICAN TOURISM

Financial and Performance Management

- Submit periodic financial and performance reports to the Hub Head.
- Manage within legal parameters and according to company policy and procedures.
- Put action plan in place for unacceptable variances.

Stakeholder Engagement and Communication

- 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.

People Management

- Manage business unit performance against set target, KPIS and metrics.
- Define, cascade and monitor business and people performance objectives.
- Manage the performance of employees in accordance with organisational policy.

QUALIFICATIONS & EXPERIENCE:

- Bachelor's Degree in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent. Master degree is a distinct advantage.
- English language proficiency. Business acumen.
- At least 5 - 8 years' collective working experience in Trade Relations Sales Management, Tourism Management, Sales and Marketing or equivalent, of which 3 years' experience should be at a managerial level.
- Travel and Tourism experience would be beneficial
- Budget & financial management experience
- Experience in strategy development and implementation.
- **American Citizens ONLY**

KNOWLEDGE AND UNDERSTANDING OF:

- US/Canada government priorities and imperatives.
- Performance monitoring, evaluation and reporting frameworks, systems and processes.
- Communications and information management legislative requirements.
- Public Service systems related to the Travel and Tourism Industry.
- Knowledge: negotiation skills, project management, financial management, people management.
- Skills: analytical; communication; presentation skills, creative; decision-making; interpersonal; organisational.
- Attributes: creative thinker, process improvement, people development, innovation, customer service orientation, resilience, interpersonal sensitivity, team work.



SOUTH AFRICAN TOURISM

Visit us @ www.southafrica.net/us

Please send your detailed C.V. to: hr@southafrica.net

Closing date: **15 January 2022**. No late applications will be accepted
Should you have not heard from us within three weeks after the closing date,
kindly consider your application unsuccessful.

South African Tourism does not offer Work Permit sponsorship. [Applications from NON-US based applicants will not be considered.](#)