



SOUTH AFRICAN TOURISM

Job Advertisement

CHIEF OPERATIONS OFFICER

5 YEAR FIXED TERM CONTRACT

An exciting opportunity exists for an individual to be a key Advocate for the brand South Africa (as a tourist and business events destination) in fulfilling the responsibility of driving in-country localisation and execution of the Brand & Marketing and National Convention Bureau created global strategies and driving collaboration between the Brand & Marketing; National Convention Bureau; and the in-country tourism execution/operations teams, as well as the various business units.

This role also has oversight of the organisation's Corporate Services functions and support in order to ensure effective delivery to internal business units.

The vacancy is based at South African Tourism's Home Office in Sandton and reports to the Chief Executive Officer.

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:

Strategy Development and Execution Planning

- Develop strategic objectives - against the five-year strategy - from market intelligence and cascade to regional general managers for localisation in the regions;
- Develop and implement transition plans around MPIF;
- Ensure the Tourism Execution business unit aligns with other SA Tourism units, e.g. Brand & Marketing, the National Convention Bureau, TGCSA etc;
- Evaluate and monitor divisional performance against AOPs, budgets and strategies.

Tourism Execution Strategy Localisation and Execution

- Ensure cross-functional cooperation from other business units on the delivery of global strategies, in-market intelligence input that will enable the division to localise and execute market-specific operational plans;
- Translate the brand corporate identity according to market dynamics and trends;
- Understand and leverage regional strategic partnership in the delivery of divisional strategy;

- Ensure that division can deliver outputs defined by the MPFI and the 5-year strategic imperatives to promote the brand and attract leisure and business travellers to South Africa.

Tourism Execution Performance Monitoring and Evaluation

- Develop a mechanism for identifying best practices and improvements to the workings and deliverables of the unit and between the team and other SA Tourism business units;
- Develop proactive agility to respond to market and competitor dynamics;
- Manage strategy execution and performance against set targets, KPIs and operational budgets.

Innovations Planning & Management

- Co-create and collaborate with the heads of business units (e.g. Insights and Analytics and Brand and Marketing) to ensure the in-country customisation and execution of the margin enhancing/value-add and innovation strategies;
- Monitor, measure impact and enhance the innovations executed in the unit's operations.

Business Unit Resource Management

- Develop, manage and monitor the execution of business unit operational plan against set targets and KPIs;
- Conduct budgetary planning for the business unit;
- Ensure sufficient capacity and information is provided to staff within the business unit to achieve set performance objectives;
- Manage the performance of employees in accordance with organisational policy.

Stakeholder Engagement and Communication

- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business units, trade and broader industry players;
- Communicate and engage employees on strategic directions and decisions taken for the development of brand and marketing content, standards and best practices.

Qualifications and Experience

- A three-year Commerce degree (major in Marketing or Management would be preferred);
- A post graduate business management qualification and/or previous project management experience would be an advantage;
- Excellent understanding of marketing and management principles;
- 8-10 years' work experience in Marketing and Advertising, Tourism and communications field, or similar environment, of which 5 should be in senior management.

Knowledge and Understanding of:

- Marketing Operations Management;
- Government priorities and imperatives;
- Legislation and regulations that govern the Public Service e.g. the Public Service Act;
- The PFMA and regulations, and other relevant legislation;
- Performance monitoring, evaluation and reporting frameworks, systems and processes;
- Relevant legislation and regulatory requirements namely PFMA, Treasury Regulations and Frameworks on performance information and strategic plans;
- Corporate governance principles;
- Communications and information management legislative requirements

Qualities

- Attention to detail;
- Critical thinking;
- Innovative forward thinker;
- Strategic thinker;
- Ethical;
- Excellent interpersonal relations;
- Customer focus;
- Excellent negotiation and mediation skills;
- A team player;
- Excellent written and oral communication skills;
- Problem-solving skills.

Visit us @ www.southafrica.net

Detailed CV and cover letter to be sent to : hr@southafrica.net
Closing date : **11 February 2022**

Should you have not heard from us within two weeks after submitting your application, kindly consider your application unsuccessful.

No late applications will be accepted.