

## **TRADE TRAINING SPECIALIST UNITED KINGDOM**

An exciting opportunity exists for a Trade Training Specialist to join the UK office in Central London. If you are passionate about South Africa, travel and tourism and possess the required qualifications and skills, we invite you to apply.

### **KEY RESPONSIBILITIES:**

- Provide input into the development of trade training strategy and roll out plan
- Conduct a training needs analysis to understand trade training requirements
- Co-develop market-specific online and face-to-face training material per needs analysis
- Design training materials and presentations.
- Monitor trade post training and follow-up with support and guidance
- Attend travel shows, workshops and events.
- Present at trade sales seminars, trade/consumer shows and workshops.
- Capitalise on lead generation, and use various opportunities to drive market growth and new business acquisition
- Compile and submit monthly training reports measuring performance against set targets and KPIs
- Work with leadership team to execute strategy to trade
- Execute trade engagement plans for the market region
- Execute training and trade specific activities of joint management account (JMA) partnerships
- Leverage on current and future trade relations to continue building SA brand awareness in the market
- Identify trade partners participating in trade shows and platforms i.e. Indaba.
- Coordinate trade engagement projects and activities, providing the necessary support as and when required
- Present trade sales at seminars, trade shows, workshops etc.
- Engage with the Trade Officer, Brand, Trade and Marketing Manager, and other business unit heads to provide an advisory trade training role to business.
- 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
- Engage with the business unit heads to provide an advisory trade training role to business
- 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

### **QUALIFICATIONS AND EXPERIENCE:**

- Diploma in PR/Marketing/Journalism/Tourism Management or equivalent
- UK Travel Trade Landscape knowledge and experience essential

- Marketing / Tourism or related tertiary qualification will be an advantage
- Minimum 2 years marketing experience or related knowledge of South Africa
- Competent with MS Office, Internet, Social Networking and related IT environment.
- Full UK driving licence is essential.
- Permission to work in the United Kingdom via passport or visa, SA Tourism does not offer Work Permit Sponsorship.

**QUALITIES:**

- Good communication and computer skills.
- Strong presentation skills and PPT design skills.
- Structured thinker with ability to organise information
- Ability to work under pressure and follow process
- Open, honest and cooperative
- Good interpersonal relations and a team player

Visit us @ [www.southafrica.net](http://www.southafrica.net)

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Enquiries to Kgomotso Ramothea	: kgomotso@southafrica.net
Please send your detailed CV to	: <a href="mailto:tourismexecution@southafrica.net">tourismexecution@southafrica.net</a>
Closing Date	: 28 February 2022

Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful.

**No late applications will be accepted.**  
**NB. Only UK based citizens may apply**  
**South African Tourism does not offer Work Permit sponsorship**