



Inspiring new ways

MARKETING OFFICER: AUSTRALIA
GRADE C4
(Local Recruitment in Australia)

An exciting opportunity exists to join our International Marketing team in Sydney, Australia. If you are passionate about South Africa, travel and tourism and possess the required qualifications and skills, we invite you to apply.

Key Outputs:

Logistical Support

- Co-ordinate all logistics of travel for staff, hosted guests and prize winners and submit to Head Office as per deadlines
- Co-ordinate all logistics of events with relevant team members
- Arranging meetings, conferences, workshops and interviews and confirm with relevant parties within agreed timeframes

Coordinating Projects / Marketing Support

- Assist Country Office team to execute business plan objectives successfully
- Coordinate Country Office projects on an ongoing basis
- Make sure action plans exist by (deadline) for projects with SMART objectives and deliverables
- Implement projects in accordance with set requirements and on time
- Communicate with relevant stakeholders involved and agree on outcomes
- Make sure costing and budgeting information is available for approval prior to implementing all projects

Digital Marketing

- Assist Marketing & Communications Manager with social media content as well as peruse digital platforms for comments and/or necessary action
- Uploading deals and other relevant information to the website

Managing and Hosting Stakeholders

- Coordinating forums on an ongoing basis/agreed intervals with key industry players to disseminate information and network on behalf of the Country Office
- Distributing relevant information to stakeholders
- Hosting stakeholders (i.e. trade partners, media, production crews, etc.) on trips to and within South Africa when required

Liaising with Agencies

- Liaise with Agencies on projects relating to the Country Office - together with the Marketing & Communications and/or Trade Manager(s)
- Manage printing and distribution of marketing material
- Check details of all printed material for errors
- Assist in coordinating Agency briefing sessions

Administration Support

- Assisting and responding to calls for Country Office staff, coordinate travel, source info for presentations when required
- Compiling reports as per requirements on all responsibilities (weekly, monthly and quarterly) as well as compile minutes for meetings amongst country office staff and meetings with their external stakeholders
- Support project managers with procurement to ensure compliance with internal policies

Internal Communications

- Ensure seamless and effective communication in unit, between portfolios and particularly around core business plan deliverables
- Ensure that messages are recorded and relayed 100% correctly, and important internal communication is responded to on the same day
- Compile a database, manage and update it as per meetings and other engagements that occur
- Coordinating Office meetings and recording of minutes

Qualifications and Experience:

- High School certificate or 3 years University Post Graduate
- Marketing/Tourism or related tertiary qualification will be an advantage
- Minimum of 2 years marketing and/or travel related administrative experience (or similar) - where knowledge of South Africa would be advantageous
- Competent with MS Office, internet, social networking and related IT environment
- Digital Marketing background and/or understanding will be an advantage

Qualities:

- Good logistical, administrative, as well as marketing, communication and computer skills
- Open, honest and cooperative
- Shows initiative in prioritizing work
- Good interpersonal relations and a team player
- Desire to follow a career in marketing and/or tourism
- Eager to travel through and host in South Africa

Visit us @ www.southafrica.net

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

Closing date : 25 April 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 Australia based citizens may apply
South African Tourism does not offer Work Permit sponsorship