

TRADE RELATIONS MANAGER: CHINA

(Local recruitment in China)

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 as a Trade Relations Manager: China.

Purpose of the Role

To develop the trade strategies for the hub, aligned to the global brand and trade strategy and ensure management and implementation thereof.

Key Outputs

Develop Annual Trade Plan and Activations

- Develop, consolidate and implement annual trade engagement initiatives plan.
- Develop timetable of activations
- Execute annual trade plan and activations.
- Develop and produce periodic performance reports and feedback on monthly activations and annual trade plans.
- Identify, manage, and participate in key trade events including but not limited to SAT Roadshow, ILTM, CITM, ITB.

Building and Maintaining Relationships

- Identify and maintain a database of all Trade and related stakeholders in China.
- Develop the Trade and Stakeholder Annual Engagement Plan
- Cultivate, develop and maintain business relationships with travel trade and related stakeholders.
- Consult with trade on annual trade 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 in China.

Manage Trade Distribution Partners

- Develop and maintain strategy for working with China 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.

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

- Engage with the Market lead of China and other business unit heads to provide an advisory Trade Relations role in general and the strategic Tourism Execution processes.
- 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 and Experience

- Bachelor's Degree in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent.
- Master degree is a distinct advantage.
- Test for English Majors (TEM) Grade 8 or College English Test Grade 6
- At least 5 - 8 years' collective working experience in Trade Relations 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.
- Chinese Citizens Only

Knowledge and understanding of:

- China 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, relevant language appropriate to hub needs.
- Skills: analytical; communication; creative; decision-making; interpersonal; organisational.
- Attributes: creative thinker, process improvement, people development, innovation, customer service orientation, resilience, interpersonal sensitivity, teamwork.

Visit us @ www.southafrica.net

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

Closing date : 29 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 China based citizens may apply
South African Tourism does not offer Work Permit sponsorship