



SOUTH AFRICAN TOURISM

STRATEGIC PLATFORMS & EVENTS MANAGER

The vacancy for a Strategic Platforms and Events Manager exists at our Head Office in Sandton, reporting to the General Manager: Strategic Events. We invite applications from talented individuals who possess the required skills and experience.

KEY PERFORMANCE AREAS

Participation at International Trade Platform

- Negotiate and Manage all contractual agreements for international platforms
- Manage status meetings for Arabian Travel Market, IMEX Frankfurt, IMEX America, IBTM World, WTM London; Fitur Spain, ITB Berlin and any other shows identified by SA Tourism as a strategic platform
- Liaising with the shows organisers and the stand builder for each show
- Preparation of all the stakeholders documentation
- Develop exhibitor sales plan for international platforms
- Develop exhibitor communication plan for international platforms
- Develop and manage project plan for each platform.
- Responsible for coordinating all the signage and branding for all international platforms
- Manage procurement process for all international platforms
- Manage of all the marketing and promotion of the events
- Evaluating the event after its completion
- Manage the budget of each show
- Administrative support (CRM database maintenance, invoicing, exhibitor communications etc.)

Manage Tradeshow and event efforts

- Manage tradeshow-related and customer events; assist with other events as requested.
- Develop show/event strategies, reflective of sales and marketing goals.
- Develop, manage and control the Tradeshow & Events budget
- Manage trade show and event promotional budgets;
- Negotiate event discounts/advantages on behalf of SA Tourism and identify cost-savings.
- Manage show/event vendor relationships with hotels, convention centers, exhibit houses, labor, and organizations.
- Manage promotional campaigns related to trade shows and events
- Ensure timely execution and production of key deliverables (including tradeshow communications and support materials)

Tradeshow Marketing

- Coordinate tradeshow and event platforms, related graphics and promotional activities to support SA Tourism's mission and strategy.
- Ensure that the Tradeshow supports the overall Marketing strategy and goals.
- Enhance tradeshow properties, updating with new technologies and innovation.
- Identify opportunities, sponsorships, promotions for marketing and sales.
- Interface with all SA Tourism's Teams & Offices to optimize event and associated campaign's effectiveness.

Strategic Platforms Project Management

- Define project scope, goals and deliverables that support project goals in collaboration with project managers, senior management and stakeholders
- Manage development of full scale project plans, project teams and associated documents
- Manage changes in project scope and identify project risks/ problem areas and trouble shoot problem areas
- Determine the frequency and content of status reports from project teams
- Develop project dashboards and portfolio dashboards for tracking status of all project and prepare status update reports.
- Post-project review for effective monitoring and evaluation of projects
- Monitor and assess the relevance of market access strategies relating to international trade platforms

Lilizela Tourism Awards Event Management

- Work closely with Visitor Experience in execution of the Lilizela Tourism Awards Event
- Develop an event concept and project plan
- Coordinate and manage events status meetings with stakeholders and agencies
- Liaise with Provinces on seamless delivery of the provincial and national Events
- National event management
- Budget management in ensuring event execution as per the scope of work
- Manage changes in project scope and identify project risks/ problem areas and trouble shoot problem areas
- Determine the frequency and content of status reports from project teams
- Develop project dashboards and portfolio dashboards for tracking status of all project and prepare status update reports.
- Post-project review and reporting for effective monitoring and evaluation of projects

Staff Engagement (People management and development)

- Develop and oversee professional development and training for sales personnel.
- Manage the effective deployment of staff and resources within the sales area.
- Ensure that staff under supervision have performance agreements.
- Implement Performance review and monitoring of all the direct reports.
- Ensure/promote staff retention succession planning (when necessary)

MINIMUM REQUIREMENTS:

- A Bachelor's Degree in Sales and Marketing/Travel and Tourism/Business/Events management or equivalent.
- Minimum 5 years' experience in a marketing and/ or events management environment, tradeshows including planning and executing strategic sales projects.
- Knowledge of the Tourism industry, and an understanding of SA Tourism mandate will be an added advantage.
- Experience in government operations is required

COMPETENCIES:

- Extensive knowledge of international and domestic travel
- Knowledge and understanding of the principles of business, the application thereof, the opportunities within business and the seizure of such opportunities
- Ability to implement and follow governance and compliance procedures
- Understanding performance management policies and procedures
- Understand the principles and practices of marketing, advertising and communications
- People management
- Superior interpersonal skills, persuasive and influential

- Excellent verbal and written communication skills with extensive command of English language
- Ability to perform within diverse and dynamic internally and externally
- Planning and organising skills
- Proficient in administration, financial and relationship management
- Ability to work and negotiate with people at various levels of seniority
- Highly presentable with excellent business acumen

Visit us @ www.southafrica.net

Please send your detailed CV to : ncb@southafrica.net

Closing date : **30 June 2022**

No late applications will be accepted.

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