



BRAND INNOVATION MANAGER

An exciting opportunity exists at our Head Office in Sandton, to join our Brand and Marketing business unit as Brand Innovation Manager reporting to the General Manager: Brand and Marketing. We invite applications from individuals who possess the required skills and experience.

Purpose of the Role

The role is responsible for leading and managing advertising content development and execution of the Global Media Plan and manage all agency workflow.

Key Performance Areas:

Agency Management

- Manage and lead all areas of work into and out of SAT business partners;
- Lead evaluation and feedback of agency performance;
- Optimise available resources to ensure correct balance of work across SAT business units;
- Create and enhance agency and partner relationships.

Brand Content Development

- Lead and manage advertising content development and execution of the Global Media Plans;
- Ensure communication activities and content are consistent within SA Tourism brand positioning;
- Lead brand content together with agencies and strategic partnerships;
- Ensure brand consistency in all marketing campaigns;
- Utilise consumer markets insights to monitor market trends and identify potential areas in which to invest brand campaigns;
- Brainstorm new ideas for any brand enhancements including shape, size, colours, fonts, and imagery;
- Ensure brand designs and messages meet the SA Tourism brand and CI guidelines;
- Monitor consumer reactions to brand campaigns through focus groups or market research and insights;
- Provide design and direction for collateral, online, product packaging, and other visual communications media for the brand;
- Management of SAT digital asset agency and digital asset library.

Stakeholder Engagement and Communication

- Engage with the GM of Brand & Marketing and other business unit heads to provide an advisory Brand Development role to the business;
- Communicate and engages employees on strategic directions and decisions taken by the business.

Business Unit Resource Management

- Develop, manage, and monitor the execution of brand management operational plan against set targets and KPIs;
- Conduct budgetary planning for the brand management campaigns and account for spend on key brand management activities and initiatives;
- 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;
- Motivate team members and create a culture of high performance;
- Manage employee related matters within the brand team.

People Management

- Manage business unit performance against set target, KPIS and metrics;
- Define, cascade, and monitor people performance objectives;
- Evaluate business unit performance against targets.

Qualifications and Experience

- A bachelor's degree/Diploma in Marketing, Communications, Advertising, or any related field, preferably with a post graduate qualification;
- Experience in marketing management;
- Experience in strategy development;
- 8 years' collective working experience;
- 3 years' experience at a senior management level.

Professional Certification and Membership

- Relevant Professional registration will be an added advantage.

Knowledge and understanding of:

- Tourism industry and Marketing and Advertising principles and standards;
- Government priorities and imperatives;
- 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;
- Communications and information management legislative requirements;
- All Public Service systems.

Visit us @ www.southafrica.net

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

Closing date : 4 November 2022

South African Tourism is an equal opportunity employer. Applications from persons living with disabilities are welcome.

No late applications will be accepted.

Should you not hear from us within two (2) weeks after closing date, kindly consider your application unsuccessful.