

REGIONAL GENERAL MANAGER: SOUTH AFRICA

Do you do Tourism? Are you passionate about South Africa? If yes, South African Tourism has a vacancy for a Regional General Manager: South Africa.

South African Tourism is searching for individuals who are results driven, credible individuals with strong interpersonal and influencing skills, strong business acumen and creative flair to join our dynamic organisation as the RGM: South Africa reporting into the Chief Operations Officer.

BACKGROUND

Tourism is a significant economic activity in South Africa and a key economic stimulant for job creation and increasing the GDP (Gross Domestic Product). Given the importance of growing tourism, both locally and internationally, using innovative and focused strategies based on research, South African Tourism requires the service of dynamic individuals who will fit into its stimulating culture and add value to its vision of making South Africa the preferred leisure and Business Events destination in the World.

KEY PERFORMANCE AREAS

- Analyse and interpret the global brand and trade strategy in the formulation of regional marketing and trade strategies and plans;
- Analyse and interpret regional research and market intelligence information to localise the regional brand and marketing strategies;
- Oversee the development of the business plans for each regional hub to ensure plans meet the objectives and respond to the challenges of specific countries;
- Develop and deliver monthly, quarterly, and annual reports;
- Consolidate regional market insights and adjust performance accordingly
- Identify threats and opportunities within the marketing investment framework and adjust accordingly;
- Oversee the implementation of the business plan to achieve regional targets
- **Regional Hub Strategies:** Continuously evaluate and monitor ways to optimally operationalise the regional hub strategies for greater ROI and ease of doing business;
- Projects: Oversee projects for the delivery of the regional business plans.
- Establish working relationship with tourism and non-tourism companies;
- Establish and ensure continuous engagement with relevant stakeholders/partners to influence their buy-in into SA Tourism objectives, and strategy;

- Establish communication channels with stakeholders to ensure synergies are established to maximise returns;
- Establish partnerships that would provide leverage opportunities for SA Tourism;
- Oversee the management of overall regional budget to ensure that projects are implemented within set budgets;
- Ensure that PFMA, and procurement regulations are adhered to;
- Leverage on economies of scale within the region and SA Tourism as a whole;
- Ensure organisational policies and procedures are adhered to;
- Manage operational risks.

QUALIFICATIONS & EXPERIENCE

Envisaged for appointment, is a seasoned professional with the following qualifications and Experience:

- Graduate Degree in Marketing / Business Sciences/Commercial and/or related fields or relevant experience;
- General management experience of a minimum of 5 years;
- Branding - understanding branding dynamics;
- Government priorities and imperatives;
- Performance monitoring, evaluation and reporting frameworks, systems, and processes;
- Communications and information management legislative requirements;
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- 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.

QUALITIES

- Superior interpersonal skills- persuasive and influential;
- Excellent communication skills - both written and verbal;
- Ability to work and negotiate with people at various levels of seniority;
- Well-travelled and able to operate in various countries and markets;
- Strong business acumen with an ability to operate at a strategic level;
- Ability to understand and interpret data.

Visit us @ www.southafrica.net

Detailed CV to be sent to : hr@southafrica.net
Closing date : 22 January 2023

Important note:

People with disabilities are encouraged to apply. Due to a large amount of correspondence, we envisage receiving, only shortlisted candidates will be contacted. Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful. No late applications will be accepted.

Appointment of candidates will be subject to relevant qualifications checks and security clearance.