

POSITION: HUB HEAD

5 YEAR FIXED TERM ASSIGNMENTS

LOCATIONS: EUROPE, AUSTRALIA, ASIA & INDIA

Do you do Tourism? Are you passionate about South Africa? If yes, South African Tourism has vacancies across seven (7) of its international markets to be filled by seven (7) talented individuals.

South African Tourism is searching for South African Nationals who are results-driven, credible individuals with strong interpersonal and influencing skills, strong business acumen, and creative flair to join our dynamic organisation as Hub Heads reporting to the Regional General Manager.

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 hub marketing and trade strategies;
- Analyse and interpret hub research and market intelligence information to localise the hub brand and marketing strategies;
- Development and implementation of the business plans for the hub to ensure plans meet the objectives and respond to the challenges of specific countries;
- Management of Hub operations by continuously evaluating and monitoring ways to optimally operationalise hub strategies for greater ROI and ease of doing business;
- Establish working relationships with tourism and non-tourism companies; DIRCO and influencers in the hub that would be beneficial to the implementation and achievement of SA Tourism objectives;
- 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;
- Management of the hub budget;
- Leverage on economies of scale within the hub and SA Tourism as a whole;

- Ensure Public Finance Management Act and procurement regulations are adhered to;
- Ensure organisational policies and procedures are adhered to;
- Identify and manage operational risks;
- Guiding, advising, motivating, and communicating with team members;
- Manage performance of employees/employee-related matters in accordance with organisational policy;
- Continuous performance management to ensure that performance contracts are effectively implemented and reviewed;
- Continuous assessment of performance to identify staff development requirements;
- Actively participate in management meetings, committees, and relevant governance structures.

QUALIFICATIONS & EXPERIENCE

Envisaged for the appointments, are seasoned South African National professionals with the following qualifications and Experience:

- An appropriate Degree in Marketing/Business Sciences/Commercial or equivalent qualification with minimum of three 3 years at a tertiary institution;
- A bias or action and data-driven decision making;
- Minimum of 5 years' operational management experience, coupled with a strategic outlook and focus;
- Project Management experience;
- Understanding branding dynamics;
- Experience within the travel or marketing industry will be an added advantage;
- Good understanding of South African Government imperatives.

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.

ROLES WILL BE BASED IN THE FOLLOWING COUNTRIES:

- UK/Ireland
- Central Europe - Germany
- South Europe - France
- North Europe - Netherlands
- Australia/New Zealand - Australia

- Asia Pacific - China & Japan
- India

Please indicate clearly on your application which region you would like your application to be considered for.

Visit us @ www.southafrica.net

Detailed CV to be sent to : hr@southafrica.net
Closing date : 31 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.