

## **BUSINESS DEVELOPMENT MARKETS & EMBASSY LIAISON OFFICER**

Do you do Tourism? Are you passionate about South Africa? If yes, South African Tourism has a vacancy for a **Business Development Markets & Embassy Liaison Officer**.

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 **Business Development Markets & Embassy Liaison Officer** reporting into the Chief Marketing 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.

The Business Development Markets & Embassy Liaison Officer is responsible to provide strategic support services to SA Missions in order to assist in execution of SA Tourism's core business is marketing the country as a Leisure and Business Events destination.

### **KEY PERFORMANCE AREAS**

#### **Manage relationship with SA Missions**

- Develop South African Tourism relationships through the promotion of bilateral relations and execution of specific projects in all SA Embassies;
- Provide market related advice to the Heads of Missions on Tourism related matters;
- Support the SA Missions in the execution of the global trade and promotions strategy through appropriate content developed in conjunction with the Brand team;
- Assist the SA Missions with hosting opportunities for both trade and media;
- Identify international marketing opportunities and communicate to the relevant Missions;
- Participate in Mission engagements & platforms where possible.

#### **Marketing Support and Training Co-ordination**

- Manage projects to support delivery of marketing platform engagements with trade associations and key stakeholders both directly and indirectly;

- Provide marketing collateral, sales toolkits, trade toolkits and reporting mechanisms that are critical in enabling the Missions to advance their tourism mandate in the most cost efficient manner;
- Assist SA Missions where possible to execute trade familiarization tools that ensure tour operators and travel agencies sell South Africa optimally (SA Specialist, Destination Presentations, hostings at Indaba and Meetings Africa, Fam Trips both media and Journos);
- Develop and manage training programmes appropriate for all DIRCO levels.

#### **Building and Maintaining Relationships**

- Develop and maintain business relationships with Heads of Missions and tourism attaches;
- Establish and maintain relationships with key stakeholders to assist the missions to promote the South African tourism brand through collaboration and partnerships with business heads, trade and broader industry/sector players;
- Establish leveraging opportunities and liaise with SA Missions to provide necessary support in securing maximum support for tour;
- Develop and execute annual plans in line with SA Tourism objectives and key account management principles.

#### **Information and knowledge sharing**

- Prepare and send out a quarterly publications of tourism specific information that is geared towards the Missions and that can assist them in achieving their tourism mandate;
- Provide Quarterly performance reports.

#### **QUALIFICATIONS & EXPERIENCE**

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

- Degree in communications/public relations/marketing or relevant experience with a minimum of 5 years Middle Management experience;
- Skills and Knowledge: Good leadership skills. Excellent financial management skills. Strategic development, excellent project management. Reporting writing skills. Good writing and verbal communication skills, Computer literacy.
- Good networking skills.
- 5 years' work experience in Government, Stakeholder Management, Project Management, or similar environment
- Stakeholder's relations, public speaking, strategic goal and objectives
- 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.

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Detailed CV to be sent to : [hr@southafrica.net](mailto:hr@southafrica.net)  
Closing date : 17 February 2023

### Important note:

Applications from persons 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.