

## **MARKETING AND COMMUNICATIONS MANAGER THE NETHERLANDS**

An exciting marketing and communications opportunity exists at our Amsterdam Office in The Netherlands, to join our Tourism Execution business unit as a Marketing and Communications Manager. We invite applications from individuals who are passionate about promoting South Africa as a Tourism Destination and possess the required skills and experience.

### **Purpose of the Role**

The Marketing and Communications role is responsible for developing the marketing and communications strategies for the hub, aligned to the global brand and trade strategy, ensuring management and implementation thereof.

### **Key Performance Areas:**

- In consultation with the Hub Head, and in conjunction with the Regional Brand Manager and PR Specialist, develop a comprehensive marketing and communications strategy and resultant plan for the hub
- Manage and collaborate with a team of people from various agencies in the hub to ensure integrated agency workings, insuring home office involvement
- Prepare all project briefs in conjunction with the regional brand manager in line with approved business plan objectives and budgets per hub country
- Manage and supervise a team of people from various agencies in the hub to ensure integrated agency workings, where possible
- Maintain production deadlines and deliver approved brand material timeously
- Ensure that all media campaigns are executed within the specified timeframes
- Monitor and analyze all media campaigns on a weekly basis to ensure that objectives and targets are being achieved and made changes where required to ensure optimum results
- Manage and evaluate all agencies and supervise the delivery of their work to ensure integrated agency workings, where possible, for brand consistency
- Develop and optimize an integrated traditional and digital media schedule in conjunction with the regional brand manager per country based on approved budgets (annually)
- Monitor competitors marketing activity and react where necessary
- Identify and negotiate strategic media partnerships with regional Media Groups to ensure frequent coverage and earning top of mind awareness
- Monitor and research media coverage received per country hubs based on media engagements
- Create a Media Influencers database and establish strong relationships with key influencers which resulted in positive media coverage
- Identify potential media opportunities (internal and external) and develop a calendar that highlights the events and the action required

- Ensure that the design and feel of the local websites and social media platforms are in line with the approved brand and trade strategies
- Create monthly content plans for all local SA Tourism content platforms
- Create and publish new content pieces/articles/posts/blogs including videos on the SA Tourism country websites and social media platforms in line with the global strategy
- Increased website traffic, social media followers and engagement through a mix of online and offline marketing and promotional initiatives.
- Monitored and responded to customer engagement to ensure that we build and maintain a strong online brand reputation
- Manage Individual & Team Performance
- Financial Management and Reporting
- Manage the briefing and reverts process of in-market projects and ensured that they are aligned with the agreed strategy

#### **Minimum Qualifications and Experience**

- Minimum Bachelor's Degree in Marketing/Communications/PR or equivalent
- Minimum 5 years working experience in the marketing and communications, or public relations arena
- Experience in tourism/travel is an added advantage
- Strong digital marketing experience
- Language proficiency: Dutch and English

#### **Knowledge and understanding of:**

- Knowledge: negotiation skills, project management, financial management, people management, relevant language appropriate to hub needs
- Skills: analytical; communication; creative; decision-making; interpersonal; organisational
- Attributes: creative thinker, process improvement, people development, innovation, customer service orientation, resilience, interpersonal sensitivity, team work
- Relevant legislation and regulatory requirements namely, POPI Act, PFMA, Treasury Regulations and Frameworks on performance information and strategic plans.

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Detailed CV to be sent to : [tourismexecution@southafrica.net](mailto:tourismexecution@southafrica.net)  
Closing date : 10 February 2023

**Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful.  
No late applications will be accepted.  
NB. Only Netherlands based citizens may apply  
South African Tourism does not offer Work Permit sponsorship**