



SOUTH AFRICAN TOURISM

Job Advertisement

Chief Convention Bureau Officer

5 YEAR FIXED TERM CONTRACT

A role exists for a Chief Convention Bureau Officer. The successful incumbent will be Key advocate for the brand: South Africa (as a business events destination); to develop business-relating, and events strategies to create and drive business related travel/tourism opportunities locally and abroad, and maximise the brand (SA) execution in support of the strategies.

This role also entails monitoring and managing the alignment of the various strategies to the various MICE channels within each of the key markets.

*MICE - Meetings, Incentives, Conventions, Exhibitions

This vacancy is based at South African Tourism's Home Office in Sandton. This position reports to the Chief Marketing Officer

If you possess the required skills, and experience and are an energetic team player interested in joining a dynamic organisation committed to developing a better South Africa, we invite you to apply.

Key Outputs:

Strategy development

- Develop the sales, bidding and event strategy and plans to determine which approach will be used to go to market against KPI and performance targets to be met;
- Stay up to date on new and changing marketing and advertising mediums and platforms, and co-develop strategies for activating the SA Business Tourism offerings using these platforms in the various markets;
- Develop and annually review the relevance, and applicability of the bidding and sales approaches and strategies to manage and measure execution performance.

Business Development & Sales

- Oversee and manage all business development initiatives as part of the business tourism strategy and execution plans;
- Develop the sales strategy and oversee the response to various bids and opportunities;
- Develop and oversee the end-to-end bidding process, and identify opportunities for improvement according to market trends and needs;
- Oversee and manage the development and follow-through of leads locally and in-country;
- Report on sales performance stats against sales targets.

Meetings, Incentives, Events, and Exhibitions Execution Management

- Oversee the execution of all business-related PR activities and on-site services;
- Ensure that activities are delivered within the strategic mandate;

- Oversee the development of all leads and plans within the MICE space, which will be used to drive the planning and execution of all Indaba and related platforms and events;
- Develop the plans to drive delegate boosting and oversee the management of collateral;
- Understand and leverage consumer and execution team passion points, needs, and performance drivers across the various markets and channels;
- Manage and monitor the strategy, sales, and the bidding budget against set targets;
- Conduct post-campaign reviews of all activities and events to identify lessons learned, and facilitate alignment and continuous improvement of these business tourism-related programmes/initiatives in-country.

Strategy Execution Monitoring and Reporting

- Ensure that all events within the business unit are managed within the Project Management principles and framework guidelines;
- Account and evaluate for all events, project budget, and reporting against financial plans and targets;
- Drive and oversee the coordination and support of the execution teams for all business related events and activities on and off-site.

Qualifications and Experience

- A three-year Commerce (major in Marketing/Tourism/Economics would be preferred);
- Excellent understanding of marketing principles, especially business events;
- A postgraduate qualification in business management and previous project management experience would be an advantage;
- 8-10 years' work experience in Marketing and Advertising and communications field, or a similar environment, of which 5 should be in management.

Knowledge and Understanding

- Government priorities and imperatives;
- Business Events/Tourism Management
- Government priorities and imperatives
- Legislation and regulations that govern the Public Service e.g. the Public Service Act
- The PFMA and regulations, and other relevant legislation - e.g. the National Strategic Intelligence Act; the National Archives of South Africa Act; the Promotion of Access to Information Act
- 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

- Attention to detail;

- Critical thinking;
- Innovative forward thinker;
- Strategic thinker;
- Ethical;
- Excellent interpersonal relations;
- Customer focus;
- Excellent negotiation and mediation skills;
- A team player;
- Excellent written and oral communication skills;
- Problem-solving skills.

Visit us @ www.southafrica.net

Detailed CV and cover letter to be sent to : hr@southafrica.net
Closing date : 7 March 2023

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

Should you have not heard from us within two weeks after submitting your application, kindly consider your application unsuccessful.

No late applications will be accepted.