



SOUTH AFRICAN TOURISM

Job Advertisement

TRADE RELATIONS OFFICER

Are you passionate about South Africa, travel and tourism? If yes, a vacancy exists, South African Tourism is searching for a result result-driven individual with strong interpersonal and influencing skills, strong business acumen and creative flair to join our dynamic organisation and drive our trade and sales strategy execution as a Trade Relations Officer for our US office.

KEY OUTPUTS:

Assist in Executing Annual Trade and Sales Plan and Activations

- Coordinate and support execution of annual strategic trade and sales plan;
- Coordinate seamless execution of the trade sales plan across the US & Canada following an approved annual timetable of activations;
- Track activations and contribute to periodic performance reports and feedback on monthly activations and annual trade sales plans;
- Participate in key trade events including but not limited to roadshows and trade shows;
- Ensure collaboration between trade sales and marketing comms plan for seamless communication and execution in market;
- Hosting trade in country, development of itineraries and facilitating of travel arrangements in line with policy;
- Trade training, including in person and virtual events and engagements.

Building and Maintaining Relationships

- Identify and maintain a database of Trade and related stakeholders;
- Assist with the execution of the Trade, Sales and Stakeholder Annual Engagement Plan;
- Cultivate, develop new and maintain existing business relationships with travel trade and related stakeholders;
- Communicate annual trade sales plans to trade in line with SA Tourism objectives and key account management principles;
- Organise and attend regular meetings (virtual or in person) with key Trade;
- Assist with trade communication plan.

Engage Trade Distribution Partners

- Support the execution of approved strategy for working with North American outbound travel industry;
- Identify new trade partners for activations, hosting, training and events;
- Help build, maintain and grow trade database via CRM platform;
- Help identify potential partnership sales agreements according to goals and outputs identified for each trade partner;



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- Regularly review relationships with trade partners and support verification that agreements are implemented according to contract deliverables;
- Ensure signed contracts are legally compliant and regularly updated.

Stakeholder Engagement and Communication

- Establish, support and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with trade.

QUALIFICATIONS & EXPERIENCE:

- Bachelor's Degree in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent.
- English language proficiency. Business acumen.
- At least 2 years working experience in Trade Relations, Tourism sales or marketing, or equivalent.
- Travel and Tourism experience would be beneficial
- Ability to regularly travel domestically and internationally
- Highly detail oriented
- Creative trade marketing and writing skills a plus
- Event planning, development of marketing materials and travel planning skills a plus
- **American Citizens ONLY**

KNOWLEDGE AND UNDERSTANDING OF:

- US/Canada government priorities and imperatives.
- Performance monitoring, evaluation and reporting frameworks, systems and processes.
- Communications and information management legislative requirements.
- Public Service systems related to the Travel and Tourism Industry.
- Skills: analytical; communication; presentation skills, creative; interpersonal; organisational.
- Attributes: creative thinker, process improvement, innovation, customer service orientation, resilience, interpersonal sensitivity, team work.

Visit us @ www.southafrica.net/us

Please send your detailed C.V. to: hr@southafrica.net

Closing date: **24 March 2023**. No late applications will be accepted
Should you have not heard from us within three weeks after the closing date,
kindly consider your application unsuccessful.

South African Tourism does not offer Work Permit sponsorship. [Applications from NON-US based applicants will not be considered.](#)