

## **TRADE RELATIONS MANAGER NORTH EUROPE (THE NETHERLANDS, BELGIUM AND SWEDEN)**

**Fixed-term contract: 12 months**

An exciting trade relations opportunity exists at our Amsterdam Office in The Netherlands, to join our Tourism Execution business unit as a Trade Relations Manager for the hub. This position reports to the Hub Head: North Europe. 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**

To develop the trade strategies for the hub, aligned to the global brand and trade strategy and ensure management and implementation thereof

### **Key Performance Areas:**

- Develop, consolidate and implement a trade engagement initiatives plan
- Identify and negotiate joint marketing initiatives with travel and/or non-travel entities when the hub's stakeholder engagement strategy budget allows
- Identify and manage trade to host and engagement at Africa's Travel Indaba
- Manage briefing process of in-market trade activities to the hub marketing team
- Collaborate with trade in relevant market to achieve business objectives
- Implement initiatives according to contract deliverables
- Management of collaboration contracts with trade and channel stakeholders and ensure they are accessible on a central database
- Set and measure goals and outputs set for incentive houses / tour operators / travel agents / non-travel companies in terms of collaboration opportunities and objectives
- Analyze all trade engagements results to reflect effectiveness
- Present trends and knowledge on developments in the trade space
- Provide destination training to trade partners when required
- Provide market insight presentations to South African product when required
- Project manage all trade related activations such as Vakantiebeurs, roadshows and other relevant trade fairs
- Compilation of detailed reports on learnings from engagements with stakeholders and trade
- Ensure that the trade website consistently has relevant up to date information and provide necessary amendments required with the digital team

- Manage the deals page of the website and ensure deals are current
- Management of tips on the tips map as well as vetting of new tips in conjunction with the marketing team
- Provide updates for SA Tourism website to Marketing / Communications manager quarterly
- Monthly reports send to line manager within required deadlines
- Arrange Familiarization trips
- Co-ordinate Trade Toolkit
- Compile and manage budget
- Develop relationships with leisure and business trade and SA Product
- Activation and management of the CRM for assigned markets
- Training and education for trade and SAPO for the relevant markets
- Sales call and drives
- Content provision to SA leisure/business trade and relevant SA Product

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

- Minimum Bachelor's Degree in Trade/ Trade Relations/ Marketing/ Communications
- Minimum 5 years working experience trade, trade relations, marketing or sales
- Language proficiency: Dutch and English. French and Swedish an advantage

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

- Knowledge: negotiation skills, project management, financial 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 : 04 August 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**