

MARKETING AND TRADE OFFICER: INDIA

Local recruitment in India (Fixed Term for 06 months)

Are you passionate about South Africa, travel and tourism? If yes, a vacancy exists, South African Tourism is searching for a result driven, credible individual with strong interpersonal and influencing skills, strong business acumen and creative flair to join our dynamic organisation as a Marketing and Trade Officer: India.

Purpose of the Role

To assist the Marketing & Communications Manager to implement and execute the SA Tourism marketing strategies in the India hub that will build the brand's reputation. To perform trade training, execute trade campaigns and various administration tasks.

Key Outputs

Projects/Marketing Support

- Collate, evaluate manage reverts from the agencies in the country to deliver on their KPI's (PR, Social Media, Media Buying, Activations).
- Develop project plans to execute the overall marketing plan with objectives and deliverables
- Execute, track and monitor consumer and trade marketing campaigns as per annual marketing plan and activity plans
- Collect, analyse and share data trends to inform the team of opportunities and methodologies.
- Compile and submit monthly reports.
- Track and analyse campaign results with Marketing & Communications Manager to modify approaches to increase effectiveness and meet market demands.
- Obtain budget votes and relevant information prior to implementing all projects
- Administer the hosting process of guests visiting South Africa: consumers, media and trade
- Create, deploy and manage content distribution on all SA Tourism own channels (correct and current) in line with brand guidelines and integrated marketing plan.
- Ensure Hub Office receives timeous current and correct material and content from Head Office.
- Manage the SA Tourism Service Centre: brief campaign updates, include in product training, assist when resource is on leave.
- Duty travel required

Trade Training

- Help identify and develop the trade training needs for SA Tourism.
- Attend travel shows.
- Help grow the market by identifying training opportunities with new business.
- Compile and submit monthly training reports.
- Co-ordinate and execute marketing campaigns with trade activities.
- Deliver training against targets.
- Support planning, co-ordination and execution of trade training.
- Present trade training programmes and product outline in seminars, trade shows, workshops etc.

Agency/Supplier Liaison

- Manage agencies/supplier invoices and document as per agreed process and procedure
- Liaise with agencies/suppliers on receiving and distribution of marketing collateral
- Manage printing and distribution of marketing collateral as per policy

Logistical Support

- Marketing, logistical and other administrative support for meetings, conferences, workshops, interviews, etc.
- Arrangements confirmed with relevant parties within suitable timeframe
- Co-ordination of all logistics of events with relevant project team members

Qualifications and Experience

- Diploma in Public Relations/ Marketing/ Journalism/ Trade Relations Management, Tourism Management, Sales and Marketing or equivalent.
- Test for English Majors (TEM) Grade 8 or College English Test Grade 6
- At least 2 - 3 years' collective working experience in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent
- Travel and Tourism experience would be beneficial
- Budget & financial management experience
- Indian Citizens Only

Knowledge and understanding of:

- In-depth knowledge of the Indian travel and tourism landscape.
- India government priorities and imperatives.
- Communications and information management legislative requirements.
- Public Service systems related to the Travel and Tourism Industry.

Skills Required:

- Strong sales skills.
- Ability to build relationships, with strong interpersonal and communication skills.
- Ability to analyse and present data clearly

Visit us @ www.southafrica.net

Detailed CV to be sent to : tourismexecution@southafrica.net

Closing date : **23 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 India based citizens may apply

South African Tourism does not offer Work Permit sponsorship