



SOUTH AFRICAN TOURISM

South African Tourism is the official national marketing agency of the South African government, with the goal of promoting tourism in South Africa both locally and globally.

**Interested?**

Send your CV to [dudum@mindworx.co.za](mailto:dudum@mindworx.co.za). CV should be accompanied by certified copies of qualification/certificates, driver's license and identity document.

Applicants with foreign qualifications must submit a SAQA evaluation report of the qualification.

**Closing date:**

**01 October 2023**

Only suitable candidates need to apply. If you have not received a response from us within four (4) weeks of the closing date, please consider your application unsuccessful.

**CHIEF EXECUTIVE OFFICER**

**5 YEAR FIXED TERM CONTRACT**

Vacancy exists for a Chief Executive Officer at South African Tourism based in Sandton This position reports to the Chairperson of the South African Tourism Board. If you are a South African citizen, 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 advocate for the tourism brand of South Africa. Add value to SA Tourism's vision of making South Africa one of the most preferred Leisure and Business Events destinations in the world. Model a great company culture, provide inspired leadership to our executive team, establish a great working relationship with the Board of directors, Government (Shareholder), private sector tourism stakeholders and set a course for company strategy.

**KNOWLEDGE AND SKILLS:** • Minimum Bachelors degree • A recognised Master's Degree or equivalent • Minimum 10 years proven executive-level strategic and managerial experience • Public Service/Public entities experience at senior management level is preferable and will be an added advantage • An understanding of the tourism industry (Government Policy and Private Sector Stakeholder landscape) will be an added advantage • Marketing Operations Management • Understanding of the Government reporting processes and financial management regime • Organisational Transformation and turnaround experience .

**MAIN OUTPUTS AND RESPONSIBILITIES:**

**Provide strategic vision and leadership for the organisation including team building :** • Develop Business Strategy (5-year strategy cycle), Business Model and Business Plan • Manage and monitor the development of business and execution strategies and plans • Ensure the development of the Annual Performance Plan (APP) in line with the business strategy • Evaluate and monitor business budget performance against plans.



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**Manage individual executives and the executive team performance within the organisation:** • Ensure each executive has a performance contract that is aligned to the business strategy and plan • Ensure each executive has a performance contract that is aligned to the business strategy and plan • Ensure increased focus on domestic tourism marketing linked to the Tourism Recovery Plan.

**Strategic Outputs:** • Support the National Tourism Sector Strategy through a marketing strategy that exploits South Africa's competitive advantage.

**Tourism Sector Recovery Plan Imperatives:** • Monitor and evaluate the development and execution of the operational plan for the business unit including budget, performance targets, KPIs/measurement metrics and reporting.

**Communicate, network and build strategic partnerships with all relevant tourism stakeholders in government and industry both locally and abroad:** • Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with trade and broader industry players.

**NOTE:**

*The candidate will be subject to: Security clearance, verification of qualifications and other assessments as required for Executive Positions. SAT is committed towards increasing the representation of marginalised groups in line with its Employment Equity Plan. People with disabilities are encouraged to apply. Please note that correspondence and communication will only be conducted with short listed candidates and that SAT reserves the right not to appoint if a suitable candidate is not identified. Plan, People with disabilities are encouraged to apply. SAT also reserves the right to withdraw or re-advertise the position at any time.*