

## **TRADE RELATIONS MANAGER: CHINA**

Local recruitment in China  
**(Fixed Term for 12 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 Trade Relations Manager: China.

### **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 Outputs**

#### **Develop Annual Trade Plan and Activations**

- Develop, consolidate and implement annual trade engagement initiatives plan.
- Develop timetable of activations
- Execute annual trade plan and activations.
- Develop and produce periodic performance reports and feedback on monthly activations and annual trade plans.
- Identify, manage, and participate in key trade events including but not limited to SAT Roadshow, ILTM, CITM, ITB.

#### **Building and Maintaining Relationships**

- Identify and maintain a database of all Trade and related stakeholders in China.
- Develop the Trade and Stakeholder Annual Engagement Plan
- Cultivate, develop and maintain business relationships with travel trade and related stakeholders.
- Consult with trade on annual trade plans in line with SA Tourism objectives and key account management principles.
- Organise and attend regular market update events with the Trade.
- Develop a comprehensive communication plan for all Trade in China.

#### **Manage Trade Distribution Partners**

- Develop and maintain strategy for working with China outbound travel industry
- Identify the appropriate amount and mix of trade partnerships by target market and geographic source market by different tiered cities.
- Negotiate and close partnership sales agreements according to goals and outputs identified for each trade partner.
- Regularly review relationships with trade partners against performance and ensure agreements are implemented according to contract deliverables.
- Ensure signed contracts are legally compliant and regularly updated.

### **Financial and Performance Management**

- Submit periodic financial and performance reports to the Hub Head.
- Manage within legal parameters and according to company policy and procedures.
- Put action plan in place for unacceptable variances.

### **Stakeholder Engagement and Communication**

- Engage with the Market lead of China and other business unit heads to provide an advisory Trade Relations role in general and the strategic Tourism Execution processes.
- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business heads, trade and broader industry/sector players, and the world.

### **People Management**

- Manage business unit performance against set targets, KPIS and metrics.
- Define, cascade, and monitor business and people performance objectives.
- Manage the performance of employees in accordance with organisational policy.

### **Qualifications and Experience**

- Bachelor's Degree in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent.
- Master's degree is an added advantage.
- Test for English Majors (TEM) Grade 8 or College English Test Grade 6
- At least 5 - 8 years' collective working experience in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent, of which 3 years' experience should be at a managerial level.
- Travel and Tourism experience would be beneficial
- Budget & financial management experience
- Experience in strategy development and implementation.
- Chinese Citizens Only

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

- China 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.
- Knowledge: negotiation skills, project management, financial management, people management, and 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, teamwork.



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Detailed CV to be sent to : [tourismexecution@southafrica.net](mailto:tourismexecution@southafrica.net)

Closing date : 12 January 2024

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 China-based citizens may apply  
South African Tourism does not offer Work Permit sponsorship