

MARKETING AND COMMUNICATIONS MANAGER: MEISEA

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 (SAT) 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 Communications Manager in India.

Purpose of the Role

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

Key Outputs

Develop and manage the marketing and promotions strategies for the Hub

- Develop and implement local brand communications/ marketing and trade strategies that are aligned to the global strategies
- Develop and direct marketing and promotional programs/projects and policies for the hub across all platforms (consumer and trade) to ensure that the goals are achieved
- Direct and oversee the creation of creative assets to support the marketing campaigns
- Initiate hub market research studies and analyze their findings to understand opportunities for growth
- Develop and manage budgets for the marketing and promotions programme

Develop and ensure implementation of hub communications strategy

- Develop the communications strategy for the hub (consumer and trade) to support the marketing and promotions activities of the hub
- Ensure that the communications strategy is implemented and continuously reviewed for improvements
- Manage the translation and execution of the Marketing strategy into impactful programs
- Ensure customer service for the hub is delivered as an outcome of the implementation of the strategy
- Develop communication and support matrix to grow reach/sales and maximize market penetration
- Define criteria set for measurement of communication and content matrix
- Monitor editorial plan for all relevant touchpoints
- Research information relating to PR opportunities available
- In conjunction with the Regional Marketing Manager, develop and submit clear briefs to agencies with clear deliverables
- Manage supplier interface and execution with all agencies
- Manage performance matrix per agency

Stakeholders Relationships Management

- Manage key stakeholders and identify and approach potential new key stakeholders
- Establish and grow relationships with online travel aggregators, media, trade, and PR agencies
- Analyze and share market trends relevant to South African stakeholders
- Develop a clear understanding of the products being sold in the market

- Collaborate with South African stakeholders to redesign and promote products and experience in a way that will boost the strategic objective of SAT - i.e. use their products to strengthen brand South Africa and increase arrivals and reach.
- Develop and maintain relationships with trade in the hub to ensure the promotion of South Africa and growth in tourist arrivals

Management of Marketing & Promotions Department and Resources

- Manage the people, projects, and finances of this part of the hub operations
- Manage the relationships with appointed marketing agencies for the effective delivery of hub marketing plans
- Deliver routine reports on the marketing and promotions programmes for the hub
- Develop and manage a budget to deliver the annual business plan
- Assume responsibility for the accounting procedure
- Report on budget status

Qualifications and Experience

- Bachelor's Degree in Marketing/ Communications or equivalent.
- At least 5 years working experience in advertising, marketing, promotions, or sales with a minimum of 2 years at a managerial level
- Test for English Majors (TEM) Grade 8 or College English Test Grade 6
- 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 marketing/ communication 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 : **19 February 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 India-based citizens may apply

South African Tourism does not offer Work Permit sponsorship