

## **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

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