



SOUTH AFRICAN TOURISM

Job Advertisement

MARKETING AND COMMUNICATIONS MANAGER (B2B CHANNEL DISTRIBUTION) 12 MONTHS FIXED TERM CONTRACT

We're excited to offer an opportunity for a Marketing and Communications Manager: B2B Distribution Channel for the Africa Central, East, and Land Hubs at our Head Office in Sandton. If you're passionate about the African continent and have the required skills and experience, we encourage you to submit your application.

Purpose of the Role

Strategy implementation of the brand affinity initiatives, viz to work with the Regional Marketing and Communications Manager: Africa Central, East, and Land Hubs (CEL) to implement the Annual Operational Plan (AOP) for the B2B Distribution Channel Initiatives. These tactical strategies and activities will build the brand's reputation, develop strategic alliances, increase market share, and drive positive conversion.

KEY OUTPUTS:

B2B Distribution Channel Initiatives Strategy Implementation

- Provide input into localising the global channel strategy and developing a marketing plan and tactics;
- Drive and manage the timely delivery of B2B distribution channel marketing and communication projects and related activities;
- Liaise and manage the marketing aspects of the travel trade distribution channel projects and related activities;
- Partnership Development: Source and analyse potential collaborative corporate relationships for in-country tactical brand activations;
- Manage the brand activation agencies in-country to deliver on their KPIs relating to distribution channel activities;
- Collect and analyse data trends to improve and drive brand affinity and conversion;
- Product Development: oversee the creation of new, unique and VFM travel offers based on market intelligence and aligned with the "Big Things to be done";
- Track and analyse project results with the Regional Trade Relations Manager to modify approaches to increase effectiveness and meet market demands;
- Oversee planning and coordination of the marketing aspects of the distribution projects and activities;
- Drive engagement and conversations with the B2B Distribution Channel community and establish brand loyalty;



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- Identify tactical and relevant opportunities to engage with the B2B Distribution Channel community;
- Manage procurement processes for relevant projects.

B2B Regional Marketing Activities Planning, Management and Reporting.

- Research and design compelling tactical brand experientials and activations in collaboration with key B2B Game Changers, influential media, Missions, corporate partners, and travel trade associations;
- Work with copywriters and designers to ensure online and offline B2B content is informative and appealing (Tools = MeetSA Portal, Sabaweli Newsletter & WhatsApp Communities);
- Suggest new and innovative ways to attract prospective corporate partners for joint promotions;
- Create marketing material in line with B2B distribution channel marketing plans;
- Interpret and prepare B2B distribution channel initiative briefs so they are ready for communication agencies;
- Monitor and report on the effectiveness of the B2B distribution channel marketing initiative campaigns;
- Sharing and consulting with internal stakeholders on the strategic path to achieving the brand vision;
- Measure and report the performance of distribution channel marketing campaigns, gain insight, and assess against goals;
- Compile and submit monthly reports.

Business Media and Reputation Management

- Plan proactively and assist in managing the development and implementation of the distribution channel PR and leverage opportunities for traditional and non-traditional trade interactions and broader reputation management.

Stakeholder Engagement and Communication

- Collaborate closely with the key internal stakeholders, i.e. Africa Central, East, and Land Hub Regional Trade Manager, MICE Sales Manager, and Global Trade Relations Manager to increase impact and drive competitive advantage;
- Establish and maintain relationships with key external stakeholders (in the value chain) through collaboration and partnerships to promote destination South Africa and maximise the overall long-term value of the brand and the organisation;
- Assist in the management of the Regional Marketing and Comms Officer.

Qualifications and Experience

- Marketing degree in Sales Marketing, PR, Brand Experiential Marketing, Tourism Management or Equivalent;
- 5-8 years collective working experience of which 3 years' experience at a junior and/or middle management level;
- Experience in B2B marketing management and stakeholder management.
- Experience in brand experiential implementation;
- Strong PR and Communication skills and experience in Tactical marketing campaign creation and execution.



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KNOWLEDGE AND UNDERSTANDING OF:

- Performance monitoring, evaluation, and reporting frameworks, systems, and processes.
- Communications and information management legislative requirements.
- Public Service systems.
- Knowledge and understanding of all relevant legislation and regulations that govern the Public Service including the PFMA and Treasury Regulations, the Public Service Act, and the Labour Relations Act.
- Knowledge of Corporate Governance principles and practices.

Visit us @ www.southafrica.net

Please send your detailed C.V. to : hr@southafrica.net

Closing date : **8 March 2024**

No late applications will be accepted
Should you have not heard from us within three weeks after the closing date,
kindly consider your application unsuccessful.