



**SOUTH AFRICAN TOURISM**

## **POSITION: HUB HEAD**

### **3 YEAR FIXED TERM CONTRACT ASSIGNMENTS**

#### **LOCATIONS: UNITED STATES, UNITED KINGDOM, INDIA & CHINA**

Are you a driven individual with a deep passion for South Africa and a flair for making things happen? South African Tourism is on the lookout for talented South African Nationals to fill key roles in our international markets. If you are ready to be part of a dynamic team dedicated to marketing South Africa as the ultimate leisure and business destination, we want to hear from you!

#### **ABOUT US:**

At South African Tourism, we understand the vital role tourism plays in driving economic growth and creating opportunities. We are committed to crafting innovative strategies, backed by research, to elevate South Africa as a top-tier leisure and Business Events destination globally.

Tourism is a significant economic activity in South Africa and a key economic stimulant for job creation and increasing the GDP (Gross Domestic Product). Given the importance of growing tourism, both locally and internationally, using innovative and focused strategies based on research, South African Tourism requires the service of dynamic individuals who will fit into its stimulating culture and add value to its vision of making South Africa the preferred leisure and Business Events destination in the World.

#### **WHAT WE ARE LOOKING FOR:**

We need purposeful individuals with strong people skills, business acumen, and a flair for creativity. As Hub Heads, you will collaborate closely with Regional General Managers to shape and implement marketing and distribution channel strategies tailored to specific markets.

#### **KEY PERFORMANCE AREAS**

- Analyse and interpret the global brand and distribution channel in the formulation of hub marketing and distribution channel strategies;
- Analyse and interpret hub research and market intelligence information to localise the hub brand and marketing strategies;
- Development and implementation of the business plans for the hub to ensure plans meet the objectives and respond to the challenges of specific countries;
- Management of Hub operations by continuously evaluating and monitoring ways to optimally operationalise hub strategies for greater ROI and ease of doing business;

- Establish working relationships with tourism and non-tourism companies; DIRCO and influencers in the hub that would be beneficial to the implementation and achievement of SA Tourism objectives;
- Establish and ensure continuous engagement with relevant stakeholders/partners to influence their buy-in into SA Tourism objectives, and strategy;
- Establish communication channels with stakeholders to ensure synergies are established to maximise returns;
- Collaborate with in-country Tourism value chain that would provide leverage opportunities for SA Tourism;
- Management of the hub budget;
- Leverage on economies of scale within the hub and SA Tourism as a whole;
- Ensure Public Finance Management Act and procurement regulations are adhered to;
- Ensure organisational policies and procedures are adhered to;
- Identify and manage operational risks;
- Guiding, advising, motivating, and communicating with team members;
- Manage performance of employees/employee-related matters in accordance with organisational policy;
- Continuous performance management to ensure that performance contracts are effectively implemented and reviewed;
- Continuous assessment of performance to identify staff development requirements;
- Actively participate in management meetings, committees, and relevant governance structures;

## QUALIFICATIONS & EXPERIENCE

Envisaged for the appointments, are seasoned South African National professionals with the following qualifications and experience:

- An appropriate Degree in Marketing/Business Sciences/Commercial or equivalent qualification with minimum of three 3 years at a tertiary institution;
- A Postgraduate qualification is highly advantageous;
- A bias or action and data-driven decision making;
- Minimum of 10 years' operational management experience, coupled with a strategic outlook and focus;
- Project Management experience;
- Expert in administration, communication skills and report writing;
- Understanding marketing and branding dynamics;
- Experience within the travel or marketing industry will be an added advantage.
- Good understanding of South African Government imperatives.



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## QUALITIES

- Superior interpersonal skills- persuasive and influential;
- Excellent communication skills - both written and verbal;
- Ability to work and negotiate with people at various levels of seniority;
- Well-travelled and able to operate in various countries and markets;
- Strong business acumen with an ability to operate at a strategic level;
- Ability to understand and interpret data.

## WHY JOIN US:

- Make a meaningful impact on South Africa's tourism industry.
- Collaborate with an enthusiastic team dedicated to success.
- Unlock opportunities for personal and professional growth.
- Be part of an organisation committed to diversity, inclusion, and innovation.

## ROLES WILL BE BASED IN THE FOLLOWING COUNTRIES:

- UK/Ireland
- United States
- Asia Pacific - China & Japan
- India

## READY TO MAKE A DIFFERENCE?

If you are ready to bring your skills and passion to South African Tourism, we want to hear from you! Join us in our mandate to market the beauty and diversity of South Africa to the world. **Please indicate clearly on your application which region you would like your application to be considered for.**

Visit us @ [www.southafrica.net](http://www.southafrica.net)

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Detailed CV to be sent to : [hr@southafrica.net](mailto:hr@southafrica.net)  
Closing date : 31 May 2024

### Important note:

People with disabilities are encouraged to apply. Due to the large amount of correspondence, we envisage receiving, only shortlisted candidates will be contacted. Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful. No late applications will be accepted.

**Appointment of candidates will be subject to relevant qualifications checks and security clearance.**