



SOUTH AFRICAN TOURISM

Job Advertisement

Chief Convention Bureau Officer

5-YEAR FIXED TERM CONTRACT

A role exists in the South African National Convention Bureau (SANCB) for a Chief Convention Bureau Officer. This vacancy is based at South African Tourism's Home Office in Sandton and reports to the Chief Executive Officer. The successful incumbent will be the key advocate for the brand: South Africa (as a business events destination); to develop the sales, bidding, and events strategies to create and drive business-related travel/tourism opportunities locally, and abroad, to maximise the brand (SA) execution in support of the strategy. This role also entails monitoring and managing the alignment of the various strategies to the various MICE channels within each of the key markets.

If you possess the required skills, and experience and are an energetic team player interested in joining a dynamic organisation committed to developing a better South Africa, we invite you to apply.

Key Outputs:

Strategy Development

- Develop the sales, bidding, and event strategy and plans to determine which approach will be used to go to market against KPI and performance targets to be met,
- Stay up to date on new and changing marketing and advertising mediums and platforms, and co-develop strategies for activating the SA Business Tourism offerings using these platforms in the various markets;
- Develop and annually review the relevance, and applicability of the bidding and sales approaches and strategies to manage and measure execution performance.

Business Development & Sales

- Oversee and manage all business development initiatives as part of the business tourism strategy and execution plans;
- Develop the sales strategy and oversee the response to various bids and opportunities;
- Develop and oversee the end-to-end bidding process, and identify opportunities for improvement according to market trends and needs;
- Oversee and manage the development and follow-through of leads locally and in-country;
- Report on sales performance stats against sales targets.

Meetings, Incentives, Events, and Exhibitions Execution Management

- Oversee the execution of all business-related PR activities and on-site services;
- Ensure that activities are delivered within the strategic mandate;
- Oversee the development of all leads and plans within the MICE space, which will be used to drive the planning and execution of all Indaba and related platforms and events;
- Develop the plans to drive delegate boosting and oversee the management of collateral;
- Understand and leverage consumer and execution team passion points, needs, and performance drivers across the various markets and channels;
- Manage and monitor the strategy, sales, and bidding budget against set targets;
- Conduct post-campaign reviews of all activities and events to identify lessons learned, and facilitate alignment and continuous improvement of these business tourism-related programmes/initiatives in-country.

Strategy Execution Monitoring and Reporting

- Ensure that all events within the business unit are managed within the Project Management principles and framework guidelines;
- Account and evaluate for all events, project budget, and reporting against financial plans and targets;
- Drive and oversee the coordination and support of the execution teams for all business-related events and activities on and off-site.

Qualifications and Experience

- Postgraduate Degree in Marketing/Tourism or Business Management.
- An MBA or relevant Master's qualification (will be an added advantage)
- 8-10 years' work experience in the Marketing, Advertising, and Communications field, or a similar environment, of which 5 years should be in a senior management role.
- Previous project management experience would be an advantage.
- Excellent understanding of marketing principles, especially in business events.

Knowledge and Understanding of

- Government priorities and imperatives.
- Business Events/Tourism Management
- Legislation and regulations that govern the Public Service
- Relevant legislation and regulatory requirements namely PFMA, Treasury Regulations, and Frameworks on performance information and strategic plans
- Communications and information management legislative requirements.
- All Public Service systems.

Qualities

- Attention to detail;
- Critical thinking;
- Innovative forward and Strategic thinker;
- Ethical;
- Excellent interpersonal relations;
- Customer focus;
- Excellent negotiation and mediation skills;
- Excellent written and oral communication skills;
- Problem-solving skills.

Detailed CV be sent to : hr@southafrica.net

Closing date : 07 March 2025

South African Tourism is an equal opportunity employer. Applications from persons living with disabilities are encouraged.

Should you have not heard from us within two weeks after submitting your application, kindly consider your application unsuccessful.

No late applications will be accepted.