

## **DIGITAL CHANNEL MANAGER**

South African Tourism is thrilled to invite dynamic and skilled professionals to apply for the role of Digital Channel Manager, reporting to the General Manager: Brand and Marketing. This is an incredible opportunity to join our passionate Brand and Marketing business unit.

If you bring the required skills, valuable experience, and vibrant, energetic spirit, and if you are eager to be part of a dynamic organization dedicated to shaping a better South Africa, we want to hear from you. Apply now and become part of a team that is making a real difference.

### **Purpose of the Role**

The Digital Channel Manager is responsible for developing, implementing and overseeing long-term digital marketing campaigns and short-term advertising techniques through digital platforms. This role requires enhancing brand awareness, driving traffic to the company's website and generating sales leads.

### **Key Outputs:**

- Lead and manage all SA Tourism front end digital properties, functionality and optimisation
- Oversee SA Tourism brand presence on various digital platforms and channels across various markets
- Develop metrics and analytics to measure campaign promotions through digital channels
- Drive the design, development and optimisation of the digital channel experience
- Align to other non-digital platform channel strategies and content
- Act as digital owner that drives all digital channel interactions
- Shape and support brand strategies to build enhanced consumer contact and engagement using market specific digital channels
- Understanding the features required by SA Tourism and working with vendors to deliver a coherent digital roadmap
- Manage technology vendors to ensure delivery targets are met
- Understanding of analytics across the platforms
- Manage technology interfaces with partners
- Develop and oversee marketing plans for specific digital channels
- Work closely with all aspects of the business to gather insights
- Understand priorities depending on SA Tourism key markets
- Monitor industry trends around digital content consumptions in various markets
- Identify innovative opportunities to optimise and enhance content distribution across the various regions/hubs
- Lead innovative thinking and provide insights to new technology
- Monitor content channel utilisation and performance globally
- Coordinate with Brand and Marketing team to ensure content is ready for all campaigns
- Maintain knowledge of new trends, developments, techniques, in paid digital search, PPC/SEM, display, SEO, and social media advertising techniques
- Frequently capture, test, and evaluate data/trends to identify any emerging changes for search and display services

- Monitor, evaluate, and leverage processes to manage a campaigns performance to determine improvement opportunities
- Proactively provide strategic recommendations applicable to business goals
- Optimize campaign performance using third party analytic tools
- Coordinate efforts between internal stakeholders and external vendors
- Measure and report performance of all digital marketing campaigns
- Engage with the Brand Lead, Head of Brand and Marketing, and other business unit heads to provide an advisory Digital Channel role to the business.
- Establish and maintain relationships with key stakeholders
- Communicate and engage employees on strategic direction and decisions taken by the business
- Interface with business units to understand strategic and functional business needs, and monitor and measure the services provided

**Minimum Qualifications and Experience:**

- IMM/Degree in Marketing, Communications, Advertising, or experience
- Experience in digital marketing.
- Experience in strategy development.
- Experience in media planning and strategy.
- 10 years collective working experience.

**Skills and Competencies:**

- Digital Marketing Expertise
- Data Analysis and Reporting
- Project Management
- Technical Proficiency
- Customer-Centric Mindset
- Communication and Collaboration
- Innovation and Adaptability
- Compliance and Governance

**Knowledge and understanding of:**

- Understanding of government policies, strategic priorities, and compliance frameworks (PFMA, Public Service Act, Treasury Regulations)
- Tourism industry and Marketing and Advertising principles and standards
- Performance monitoring, evaluation and reporting frameworks, systems and processes
- Knowledge of national legislation related to communication and information management
- Awareness of public service systems and reporting structures.

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Detailed CV to be sent to : [brandmarketing@southafrica.net](mailto:brandmarketing@southafrica.net)  
Closing date : **06 June 2025**



South African Tourism is an equal opportunity employer. We encourage applications from individuals who are passionate about shaping the global image of South Africa through compelling storytelling, digital innovation, and stakeholder engagement.

**Important note:**

Due to a 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.