



**SOUTH AFRICAN TOURISM**

## **GENERAL MANAGER: MICE SALES**

A role exists in the South African National Convention Bureau (SANCB) for a General Manager: MICE (Meetings, Incentives, Conventions and Exhibitions) Sales exists at our Head Office in Sandton, reporting to the Chief Convention Bureau Officer. We invite applications from talented individuals who possess the required skills and experience.

### **KEY PERFORMANCE AREAS**

#### **Strategy Development and Implementation**

- Develop a Meetings, Incentives, and Conventions sales strategy and plan, including key performance measures, budget, activity plan, goals, and objectives.
- To direct and develop SANCB's bidding policies, sales toolkits, lead and bid support processes. To ensure systems and procedures are in place to effectively assist in bidding for and securing MICE (meetings, incentives, conventions, and exhibitions) events for South Africa.
- Oversee and direct the development of sales procedures to ensure effective and professional business practices and their implementation.
- Assign projects, tasks, and bid accounts to sales team members.
- Represent SANCB at key MICE tradeshow and sales activities.
- Oversee and direct the SANCB's bid support efforts, including direct engagement with high-priority bids. This may entail strategy development, bid presentations, negotiations with prospective clients, lobbying and promotion, senior government & industry liaison, and site inspections.
- Oversee and direct the development of a national CRM project for MICE.
- Conduct regular meetings with department staff to review sales performance, project status, and plans for upcoming sales activities.
- Develop and maintain close working relationships with leaders of South Africa's MICE industry, internal departments, and government agencies.
- Provide leadership and support for other business event-related activities as directed by the Chief Convention Bureau Officer.
- Liaise with the Hosted Buyer Programme staff on the buyers' programme for Meetings Africa.
- Manage and direct SANCB's participation at Meetings Africa.

#### **Monitoring and Evaluation of Sales Strategy Implementation to inform sales tactics**

- To oversee the coordination with SA Tourism's country offices to ensure the efficient and proactive implementation of the MICE sales strategy.
- Direct SANCB's Business Development activities, including lead development, account research, bid site inspections, subvention programmes, and national bid-offs.
- Oversee and direct SANCB's lead development, sales support services, and the coordination of global sales platforms.
- Direct and instigate changes to strategies and tactics with the sales team to meet set goals and objectives.

#### **Financial and Budget Management**

- Manage the SANCB's sales and bidding fund budget and adhere to PFMA regulations and work within Budgetary constraints
- Manage the contractual rights and obligations of the organisation versus service providers
- Budget management for all the SANCB's international and local sales projects.
- Manage the SANCB's budgetary motivations for the unit's budget.

- Manage the SANCB's procurement processes for sales and bidding activities.
- Ensure allocated budget is spent in line with the allocated funds for the financial year, in line with the planned outcome and deliverables.
- Member of tender evaluation committee for SA Tourism

#### **Reporting on the implementation of the strategy**

- Manage the NCB's sales status meetings
- Manage weekly status meetings with agencies and liaise regarding projects
- Prepare, review, and submit status reports
- Ensure performance against contractual obligations
- Technical knowledge of contractual rights and limitations
- To consistently review and report on SANCB's sales performance against set goals and objectives.
- To manage the process of reporting against performance objectives.
- Prepare, review, and submit regular status reports.

#### **MINIMUM REQUIREMENTS:**

- Bachelor's Degree: Marketing, Business Management, or other related field
- 6 - 8 years' work experience in Marketing, Business management, or a similar environment, of which 3 years should be in a management role.
- Experience in monitoring, managing, and reporting on organisational performance
- Knowledge of international business events, trends, economic factors, and trade relations
- Experience in government operations is required
- 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 for performance information and strategic plans
- Communications and information management legislative requirements.

#### **COMPETENCIES:**

- Good strategic management skills
- People management
- Superior interpersonal skills, persuasive and influential
- Ability to work and negotiate with people at various levels of seniority
- Highly presentable with excellent business acumen

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

Closing date : 30 September 2025

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

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

No late applications will be accepted.