



SOUTH AFRICAN TOURISM

SALES OFFICER x2

An exciting opportunity exists for a Sales Officer to join our South Africa National Convention Bureau (SANCB) business unit at our Head Office in Sandton. This position reports to the General Manager: MICE Sales. If you possess the required skills, 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 PERFORMANCE AREAS

Sales Coordination

- Provide support to the MICE Manager(s) on all sales activities and programs.
- Provide support with bidding processes, including, but not limited to;
 - Preparation of bid documents and proposals.
 - Obtaining government and industry support letters
 - Preparation of sales presentation & promotional materials
 - Coordination of bid promotional activities and meetings.
 - Distribution of bid documents/proposals and bid support materials.

Bid Support Programme Administrative Support

- Provide administrative support for the bid support programme
- Assist with administrative and procurement duties for bids that received support through the bid support programme.
- Assist with the tracking, monitoring and reporting of the bids that received support through the bid support programme.
- Provide support to the MICE Sales Manager(s) with applications for the bid support programme, including all administrative duties linked to the programme's policy and framework

Lead Generation

- Assist with generating and qualifying leads from trade shows and sales activities.
- Follow up on all sales leads and bids using the CRM system to monitor & report on progress.
- Maintain an accurate database and records of all sales leads, including follow-up procedures.
- Contribute to the attainment of the overall sales targets in accordance with SANCB goals and objectives.
- Arrange and coordinate sales promotions such as sales calls, tradeshow sales appointments, sales missions and client networking engagements.
- Respond efficiently to and resolve all general sales enquiries.
- Arrange and coordinate client site inspections and familiarisations in liaison with country offices, industry partners, clients and convention bureaus.
- Execute the bid project plans according to the bid strategy developed by the bid committee.

- Execute all administrative duties related to the bid agreements with clients.
- Actively contribute to and assist with regular sales reports.
- Prepare handover reports to the Coordinator: Support Services for the execution of Delegate Boosting and On-Site Event Services.
- Keep abreast with South Africa's MICE products and services through industry product presentations, site visits, primary and secondary research, and industry meetings.
- Provide support for all MICE-related activities as requested by MICE Manager(s).
- Assist with the hosted buyer recruitment process for Meetings Africa, including the logistical arrangements for the show's buyer programme.

Client and Stakeholder Relationships

- Assist with developing relationships with decision-makers to promote opportunities for association and corporate meetings and conferences, including incentive travel and trade exhibitions in South Africa.
- Assist with developing relationships with key accounts (decision-makers) for bidding purposes.
- Assist the MICE Sales Manager(s) with the planning and execution of in-market sales activities, including promotions, tradeshow arrangements, bid presentations, and hosting of client dinners.
- Assist with coordinating activities between the SANCB's sales team and the provincial and city Convention Bureaus on sales and bidding-related matters.
- Provide assistance with capacity-building initiatives for the SA business events industry.
- Assist tradeshow partners and the SANCB sales team with the diary system requirements for trade and sales platforms in conjunction with the exhibition execution team.
- Keep up to date with South Africa's Business Events, products, and services through industry product presentations, site inspections, research and meetings.

MINIMUM REQUIREMENTS:

- Tertiary Qualifications: Diploma/Bachelor's Degree in Sales and Marketing, preferably specialising in the MICE, Tourism and/or Hospitality industry.
- Minimum 2 years' experience in a sales or business development support role within the MICE industry.
- Knowledge and expertise within the MICE (Meetings, Incentives, Conferences and Exhibitions) industry and understanding of the SANCB mandate will be an added advantage.
- Experience in government operations is required.

COMPETENCIES:

- Knowledge and understanding of the principles of business, the application thereof, the opportunities within the business, and the seizure of such opportunities
- Ability to implement and follow governance and compliance procedures
- Understand the principles and practices of marketing, sales, and communications
- Superior interpersonal skills, persuasive and influential
- Excellent verbal and written communication skills with extensive command of the English language
- Ability to perform within a diverse and dynamic environment internally and externally
- Planning and organising skills
- Proficient in administration, financial, and relationship management
- Ability to work and negotiate with people at various levels of seniority
- Highly presentable with excellent business acumen

Please send your detailed CV to : ncb@southafrica.net

Closing date : 13 October 2025

No late applications will be accepted.

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.