

## **Exhibition Sales Officer**

### **Fixed Term Contract: 12 months**

A vacancy exists for an Exhibition Sales Officer at South African Tourism's Head Office in Sandton. This position reports to the Trade Platforms Manager. 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 OUTPUTS**

##### **Sales Strategy & Planning**

- Develop and implement a sales strategy with clear targets in line with South African Tourism's (SAT) growth objectives.
- Identify and propose measurable goals for sellable space, number of exhibitors, and new/innovative product participation.
- Formulate tailored sales packages to attract diverse market segments, including SMMEs and new African country participation.

##### **Business Development & Revenue Generation**

- Recruit new exhibitors and retain existing clients to ensure sustained growth of both platforms.
- Drive outdoor exhibition sales for Africa's Travel Indaba through a comprehensive sales plan.
- Manage exhibitor registrations, contract negotiations, and floorplan allocations.
- Cross-sell and up-sell exhibition opportunities to maximise client value.
- Build and maintain strong customer relationships, ensuring high satisfaction and long-term loyalty.
- Leverage and foster strategic partnerships with anchor clients, Provincial Stakeholders, Domestic and Continental Tourism Boards, and Trade Associations.
- Act as the primary point of contact for exhibitors, providing support pre-event, onsite, and post-event.

##### **Exhibition Delivery & Operational Support**

- Develop & manage exhibition floor plans and space allocations to optimise revenue and customer experience.
- Collaborate with internal teams and external agencies to ensure smooth delivery of exhibition operations.
- Monitor competitor activities and market trends to inform strategic sales initiatives.
- Ensure all event safety and spatial planning requirements are strictly adhered to.

## **QUALIFICATIONS AND EXPERIENCE**

- National Diploma in Sales and Marketing, preferably specialising in the B2B exhibitions industry.
- Minimum 2 to 3 years' experience in a sales or business development role within the exhibitions industry. Exposure to international sales and travel trade exhibitions will be an advantage.
- 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

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Detailed CV to be sent to : **ncb@southafrica.net**

Closing date : **27 October 2025**

**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.**