

TRADE TRAINING SPECIALIST UNITED KINGDOM

An exciting opportunity exists for a Trade Training Specialist to join the UK office in Central London. If you are passionate about South Africa, travel and tourism and possess the required qualifications and skills, we invite you to apply.

This role is pivotal in managing communication with frontline travel trade professionals, leading training initiatives, coordinating familiarisation trips, and representing South African Tourism at key industry events.

Trade Operational Performance (60%)

- Coordinate communications with travel trade via digital and social platforms.
- Develop and implement trade training strategy and roll-out plans.
- Co-develop market-specific training materials (online and face-to-face).
- Design and deliver training presentations and resources.
- Monitor post-training performance and provide follow-up support.
- Represent SA Tourism at travel shows, workshops, and events.
- Present at trade sales seminars, consumer shows, and workshops.
- Execute trade engagement plans and collaborate with leadership.
- Build and leverage trade relationships to enhance brand awareness.
- Plan, lead, and evaluate return on investment (ROI) for hosted familiarisation (FAM) trips to South Africa as part of training programmes. Manage SAT-owned training events.
- Support UK Hub initiatives (e.g. new routes, niche marketing, SMMEs).

Trade Coordination and Admin (20%)

- Coordinate trade engagement projects and joint campaigns.
- Maintain and update CRM database of travel agents.
- Complete forward-planning admin tasks and monthly reports.

Stakeholder Engagement and Communication (10%)

- Maintain relationships with key stakeholders in South Africa and the UK.
- Collaborate with provincial tourism authorities and trade partners.
- Provide advisory support to business unit heads and marketing teams.
- Foster partnerships with representation companies and industry players.

General Participation (10%)

- Operate within delegated authorisations and SA Tourism values.
- Prepare monthly reports and participate in governance structures.
- Support implementation of management decisions.

QUALIFICATIONS AND EXPERIENCE:

- Minimum: A-Level standard or equivalent.
- Preferred: Diploma or tertiary qualification in relevant field.
- Min 2 years experience within the UK Travel Trade Landscape.
- Competent with Microsoft Office suite, social media, CRM systems, and able to learn other online platforms.
- Full UK driving licence is essential for travel to events and trade shows.
- Permission to work in the United Kingdom via passport or visa, SA Tourism does not offer Work Permit Sponsorship.

QUALITIES:

- Good communication and computer skills.
- Strong presentation skills and PPT design skills.
- Structured thinker with ability to organise information.
- Ability to work under pressure and follow process.
- Open, honest and cooperative.
- Good interpersonal relations and a team player.

Visit us @ www.southafrica.net

Please send your detailed CV to : tourismexecution@southafrica.net
Closing Date : 7 November 2025

Important note:

People with disabilities are encouraged to apply. 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.

NB. Only UK based candidates with the appropriate working allowances may apply

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