

CHANNEL CONTENT SPECIALIST

South African Tourism is calling on vibrant, creative, and digitally-savvy talent to join our Brand and Marketing team as a **Channel Content Specialist**. If you live for storytelling, understand how audiences engage across digital platforms, and want to help shape how people experience South Africa, then this is the team for you.

This is more than a job. It's a chance to celebrate our culture, our people, our landscapes, our rhythm, our joy and share that with the world. If you are passionate, collaborative, curious, and ready to roll up your sleeves in a fast-paced and purpose-driven environment, we'd love to hear from you.

Purpose of the Role

The **Channel Content Specialist** plays a key role in bringing our destination story to life across various channels. Working closely with the Digital Channel Manager, this role helps craft and execute channel-specific content strategies, ensures consistent brand storytelling, optimises performance using insights, and ensures our platforms are engaging, inspiring, and continuously evolving. This role contributes to enhancing brand awareness, increasing engagement, supporting travel consideration, and building a positive image of South Africa.

KEY RESPONSIBILITIES

Content Strategy & Planning

- Support the development and execution of channel-specific content strategies.
- Develop content plans that align to both short-term campaign needs and long-term brand goals.
- Ensure content aligns with the organisation's communication and brand strategies.
- Manage and maintain digital platforms and content ecosystems.

Content Creation, Production & Publishing

- Write, edit, and refine content for multiple digital channels (web, social, email, trade, internal platforms etc).
- Create compelling, culturally relevant, audience-focused content.
- Upload, format, and manage content on South African Tourism varied platforms.
- Collaborate with designers, videographers, writers, and agencies to produce impactful content.
- Maintain consistent tone, brand voice, and messaging across all touchpoints.

Analytics, Optimisation & Best Practice

- Track content performance and user behaviour to inform continuous improvement.
- Monitor content trends, formats and emerging technologies.
- Use insights to guide future content direction and enhance effectiveness.
- Ensure compliance with editorial standards, copyright, data protection and representation guidelines.

Stakeholder Engagement & Collaboration

- Work closely across business units to understand content needs and deliver against them.
- Maintain strong relationships with internal teams, provincial tourism authorities, travel trade, industry partners, and regional markets.

- Ensure smooth communication and alignment on content priorities and outcomes.
- Contribute to internal engagement by sharing updates, wins, and content insights.

Minimum Qualifications & Experience

- Degree in Marketing, Communications, Journalism, Public Relations, Tourism Management, or a related discipline.
- Minimum of 5 years' experience in content development, digital content management, or brand communications.
- Demonstrated experience in producing content for web and/or social platforms.

Skills and Competencies:

- Strong writing, editing, and storytelling ability
- Detail-oriented with strong organisational skills
- Analytical mindset with ability to manage multiple tasks, deadlines, and projects to interpret data and optimise content
- Creative thinker with cultural awareness and trend sensitivity
- Effective communicator with strong relationship-building ability
- Customer and stakeholder centric

Knowledge and understanding of:

- Understanding of government policies, strategic priorities, and compliance frameworks (PFMA, Public Service Act, Treasury Regulations)
- Understanding of the Tourism industry and Marketing and Advertising principles and standards would be a great added advantage
- Knowledge of digital publishing tools and content management systems
- 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.

Visit us @ www.southafrica.net

Detailed CV to be sent to : brandmarketing@southafrica.net

Closing date : **20 November 2025**

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

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 not have heard from us in four weeks after the closing date, kindly consider your application unsuccessful.

No late applications will be accepted.