

EMBASSY LIAISON OFFICER

An exciting opportunity exists at our Head Office in Sandton to join our Tourism Execution business unit as Embassy Liaison Officer, reporting to the Chief Operations Officer. We invite applications from individuals who possess the required skills and experience.

Purpose of the Role

Embassy Liaison Officer is responsible for providing strategic support services to SA Missions in order to assist in the execution of SA Tourism's core business is marketing the country as a Leisure and Business Events destination.

Key Performance Areas:

Manage relationship with SA Missions

- Develop South African Tourism relationships through the promotion of bilateral relations and execution of specific projects in all SA Embassies;
- Provide market-related advice to the Heads of Missions on tourism-related matters;
- Support the SA Missions in the execution of the global trade and promotions strategy through appropriate content developed in conjunction with the Brand team;
- Assist the SA Missions with hosting opportunities for both trade and media;
- Identify international marketing opportunities and communicate to the relevant Missions;
- Participate in Mission engagements & platforms where possible.

Marketing Support and Training Co-ordination

- Manage projects to support the delivery of marketing platform engagements with trade associations and key stakeholders, both directly and indirectly;
- Provide marketing collateral, sales toolkits, trade toolkits, and reporting mechanisms that are critical in enabling the Missions to advance their tourism mandate in the most cost-efficient manner;
- Assist SA Missions where possible to execute trade familiarization tools that ensure tour operators and travel agencies sell South Africa optimally (SA Specialist, Destination Presentations, hostings at Indaba and Meetings Africa, Fam Trips, both media and Journos);
- Develop and manage training programmes appropriate for all DIRCO levels.

Building and Maintaining Relationships

- Develop and maintain business relationships with Heads of Missions and tourism attaches;
- Establish and maintain relationships with key stakeholders to assist the missions to promote the South African tourism brand through collaboration and partnerships with business heads, trade, and broader industry/sector players;



SOUTH AFRICAN TOURISM

- Establish leveraging opportunities and liaise with SA Missions to provide necessary support in securing maximum support for tour;
- Develop and execute annual plans in line with SA Tourism objectives and key account management principles.

Information and knowledge sharing

- Prepare and send out a quarterly publications of tourism specific information that is geared towards the Missions and that can assist them in achieving their tourism mandate;
- Provide quarterly performance reports.

Qualifications and Experience

- Bachelor's Degree in Communications/Public Relations/Marketing or equivalent.
- 5 years of work experience in Government, Stakeholder Management, Project Management, or a similar environment in a Middle Management position;
- Skills and Knowledge in leadership, financial management, strategic development, project management, report writing, and verbal communication;
- Stakeholder relations, public speaking, strategic goals, and objectives.
- All Public Service systems.

Qualities

- Superior interpersonal skills- persuasive and influential;
- Excellent communication skills - both written and verbal;
- Ability to work and negotiate with people at various levels of seniority;
- Well-travelled and able to operate in various countries and markets;
- Strong business acumen with an ability to operate at a strategic level;
- Ability to understand and interpret data.

Visit us @ www.southafrica.net

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

Closing date : 26 January 2026

Important note:

No late applications will be accepted.

Applications from persons 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 four weeks after the closing date, kindly consider your application unsuccessful.