

# CHIEF OPERATIONS OFFICER (5 YEAR FIXED TERM CONTRACT)

Location: Sandton, Johannesburg



An exciting opportunity exists for an individual to be a key Advocate for brand South Africa as a tourist and business events destination in fulfilling the responsibility of driving in-country localisation and execution of the Tourism Execution Brand & Marketing and South African National Convention Bureau (SANCB) created global strategies.

The Chief Operations Officer will also drive collaboration between the Brand & Marketing; SANCB; and the in-country tourism execution/operations teams and business units. This role also has oversight of the organisation's Corporate Services functions and support in order to ensure effective delivery to internal business units. The vacancy is based at South African Tourism's Home Office in Sandton and reports to the Chief Executive Officer.

## KEY OUTPUTS:

### Strategy Development and Execution Planning

- Develop strategic objectives – against the five-year strategy - from market intelligence and cascade to regional general managers for localisation in the regions;
- Develop and implement transition plans around Marketing Prioritisation and Investment Framework (MPIF);
- Ensure the Tourism Execution business unit aligns with other SA Tourism units, e.g. Brand & Marketing, South African National Convention Bureau (SANCB), Tourism Grading Council of South Africa (TGCSA) etc;
- Evaluate and monitor divisional performance against Annual Operation Plans (AOPs), budgets and strategies.

### Tourism Execution Strategy Localisation and Execution

- Ensure cross-functional cooperation from other business units on the delivery of global strategies, in-market intelligence input that will enable the division to localise and execute market-specific operational plans;
- Translate the brand corporate identity according to market dynamics and trends;
- Understand and leverage regional strategic partnership in the delivery of divisional strategy;
- Ensure that division can deliver outputs defined by the MPIF and the 5-year strategic imperatives to promote the brand and attract leisure and business travellers to South Africa.

### Tourism Execution Performance Monitoring and Evaluation

- Develop a mechanism for identifying best practices and improvements to the workings and deliverables of the unit and between the team and other SA Tourism business units;
- Develop proactive agility to respond to market and competitor dynamics;
- Manage strategy execution and performance against set targets, KPIs and operational budgets.

### Human Capital Management

- Lead the development and implementation of the Human Capital Management Strategy;
- Oversee the provision of efficient Human Capital Management services for the Organisation;
- Provide strategic input and guidance to ensure that all the required Human Capital plans and procedures are aligned to the Organisation's strategic objectives and priorities;
- Ensure the effective implementation of performance management and employee development management;
- Oversee the effective management and provision of sound employee relations management.

### Information Communication and Technology Management

- Oversee the development, review, and implementation of an effective knowledge management strategy and framework;
- Oversee the implementation and integration of business ICT applications according to the ICT strategy and the organisation's Digital and Technology objectives;
- Ensure the implementation of Information Technology standards and best practices in all technology solutions;
- Oversee the monitoring and evaluation of the SA Tourism's network capacity and performance;
- Oversee the implementation and enhancement of ICT security to protect the integrity of data.

### Innovations Planning & Management

- Co-create and collaborate with the heads of business units (e.g. Insights and Analytics and Brand and Marketing) to ensure the in-country customisation and execution of the margin enhancing/value-add and innovation strategies;
- Monitor, measure impact and enhance the innovations executed in the unit's operations.

### Business Unit Resource Management

- Develop, manage and monitor the execution of business unit operational plan against set targets and Key Performance Indicators;
- Conduct budgetary planning for the business unit;
- Ensure sufficient capacity and information is provided to staff within the business unit to achieve set performance objectives;
- Manage the performance of employees in accordance with organisational policy.

### Stakeholder Engagement and Communication

- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business units, trade and broader industry players;
- Communicate and engage employees on strategic directions and decisions taken for the development of brand and marketing content, standards and best practices.

## KEY REQUIREMENTS:

### Qualifications and Experience

- Post-graduate (NQF Level 8) degree in Management and/or Marketing;
- An MBA or relevant Masters Qualification (NQF Level 9) will be an added advantage;
- Excellent understanding of marketing and management principles;
- 10-15 years' work experience in Marketing and Advertising in the Tourism field, or similar environment, of which 5 years should be in senior management, including experience in Corporate Services Management.

### Knowledge and Understanding of:

- Marketing Operations Management;
- Government priorities and imperatives;
- Legislation and regulations that govern the Public Service e.g. the Public Service Act;
- The PFMA and regulations, and other relevant legislation;
- Performance monitoring, evaluation and reporting frameworks, systems and processes;
- Relevant legislation and regulatory requirements namely Public Finance Management Act (PFMA), Treasury Regulations and Frameworks on performance information and strategic plans;
- Corporate governance and knowledge of the King IV principles;
- Communications and information management legislative requirements
- Human Capital Management principles
- ICT governance principles

**To The T Recruitment has been appointed to assist with this recruitment process. Applicants are requested to submit a comprehensive CV to [sarah@tothetrecruitment.co.za](mailto:sarah@tothetrecruitment.co.za). Enquiries may be directed to Ms Sarah Chetty on 078 640 5556.**

**CLOSING DATE: 09 FEBRUARY 2026  
(NO LATE APPLICATIONS WILL BE ACCEPTED)**

**NOTE:** The candidate will be subject to: Security clearance, verification of qualifications and other assessments as required for Executive Positions. SAT is committed towards increasing the representation of marginalised groups in line with its Employment Equity Plan. Please note that correspondence and communication will only be conducted with short listed candidates and that SAT reserves the right not to appoint if a suitable candidate is not identified. SAT also reserves the right to withdraw or re-advertise the position at any time.