

# CHIEF MARKETING OFFICER (5 YEAR FIXED TERM CONTRACT)

Location: Sandton, Johannesburg



SOUTH AFRICAN TOURISM

South African Tourism is the official national marketing agency of the South African government, with the goal of promoting tourism in South Africa both locally and globally. Suitably qualified and experienced candidates are hereby invited to apply for the position of Chief Marketing Officer (CMO).

The Chief Marketing Officer serves as key advocate for South Africa as a leisure and business travel destination. Develops the brand, marketing, advertising and communications strategies for operational execution, and develops plans on how to maximise the SA Tourism's execution of the strategies. This includes monitoring and management of the brand, communications, advertising and marketing plans in the market, focusing on advertising, media, digital and PR at a global level.

## MAIN OUTPUTS AND RESPONSIBILITIES:

### Brand and Marketing Strategy Development:

- Formulate the comprehensive marketing strategy, review and approve all marketing strategies and campaigns.

### Financial Management:

- Oversee, manage and report on the execution of all duties implicit and implied in the PFMA and National Treasury regulations as they relate to financial management and administration.

### Brand and Marketing content, best practice standards and guideline development:

- Develop market PR/digital management/new media approaches using input from Brand Management and Tourism Execution teams.

### Brand and Marketing Strategy execution monitoring and performance evaluation:

- Manage and evaluate in-country third party suppliers to ensure excellence is delivered across the marketing mix.

### Innovations Planning and Management:

- Account for the co-creation and collaboration with the heads of business units for the development of margin enhancing/value-add and innovation strategies.

### Stakeholder Engagement and Communication and SAT leadership team participation (Collaboration):

- Work closely with Strategy, Insights and Analytics functions to create solid marketing strategies and plans to reach different segments.

### Business Unit People and Resource Management (Team Leadership):

- Oversee all activities and performance of the marketing function and manage business unit performance against set target, KPIs and metrics.

## KEY REQUIREMENTS:

- Postgraduate qualification (NQF Level 8) in Marketing/Advertising/Business Development/Management/ Business Administration/International Relations/Public Relations or equivalent in any other field with relevant experience
- An MBA or a relevant Masters qualification (NQF Level 9) will be an added advantage
- 10 years' work experience in Marketing, Advertising, Communications and Media Marketing (press and digital) with experience from travel and tourism industry or similar background
- 5 years' Senior General Management experience
- Experience in Public Sector will be added advantage
- Experience within an international/multinational marketing organisation
- Ability to operate and manage in a matrix organisation with multiple stakeholders
- Savvy marketer and a great communicator

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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.