

MARKETING AND COMMUNICATIONS MANAGER: West Africa Hub

Local recruitment in Nigeria (Fixed Term for 5 Years)

An exciting opportunity exists for a Marketing and Communications Manager to join our West Africa Hub as part of the team in Lagos, Nigeria. This position reports to the Head: West Africa Hub. If you possess the required skills, experience, and are a result-driven, credible individual with strong interpersonal and influencing skills, strong business acumen, and creative flair, we invite you to apply.

Purpose of the Role

To develop marketing and promotions strategies for the hub, aligned to the global brand strategy, and ensure management and implementation thereof.

Key Outputs

Develop and implementation of hub communications and creative strategy

- Develop the localised communications strategy for the hub to support the marketing and promotions activities of the hub.
- Develop the localised communication strategy that adhere to the SAT brand principles and corporate identity.
- Develop and implemented communication and content plan.
- Ensure that the communications and creative strategy is implemented with continuously review for optimization and improvement.
- Monitor campaign delivery against SMART objectives.
- Manage supplier interface and execution with all agencies

Develop and manage the marketing and promotions strategies for the Hub

- Develop and implement local brand communications/ marketing strategies that are aligned to the global strategies.
- Develop marketing and promotional campaigns for the hub across all platforms, incorporating the distribution channel where applicable, to ensure that the goals are achieved.
- Develop and manage budgets for the marketing and promotions projects.

Management of Marketing Department and Resources

- Oversight and management of Marketing collateral, branding and related elements.
- Manage the relationships with appointed marketing agencies for the effective delivery of hub marketing plans.
- Deliver routine reports on the marketing and promotions activities for the hub.

Stakeholder Engagement and Communication

- Collaborate closely with the key stakeholders, i.e. SA Missions, SA Companies based In Nigeria and Ghana, Head Office etc.) to increase impact and drive competitive advantage.
- Establish and maintain relationships with key external stakeholders (in the value chain) through collaboration and partnerships to promote destination South Africa and maximise the overall long-term value of the brand and the organisation.

Public Relations

- Localise the global public relations and communications strategy.
- Engage with stakeholders using PR strategies to better position and showcase South Africa within the hub.
- Manage brand PR in a proactive manner.
- Proactively plan, manage strategies, and content for media interactions and broader reputation management within the hub.

Qualifications and Experience

- Bachelor's Degree in Marketing/ Communications or equivalent.
- Minimum 6 years working experience in Brand Marketing, specifically, Destination Marketing Organization (DMO). Minimum of 1 year at a managerial level.
- Proven experience in implementing integrated Marketing campaigns (brief, concept, execution and reporting).
- Proven experience in brand collaboration executions.
- Travel and Tourism experience.

Skills Required:

- Brand Marketing and Communication skills.
- Marketing and Communications agencies management.
- Proficiency in Google Analytics to measure campaign performance.
- ROI analysis and campaign optimization.
- Financial analysis and reporting including budgeting.
- Working with cross-functional teams.

Visit us @ www.southafrica.net

Please send your detailed CV to : tourismexecution@southafrica.net

Closing Date : **28 April 2026**

Should you have not heard from us two weeks after the closing date,
kindly consider your application unsuccessful.

No late applications will be accepted.

NB. Only Nigerian-based citizens may apply

South African Tourism does not offer Work Permit sponsorship