

TRADE RELATIONS MANAGER: INDIA

Local recruitment in India

Are you passionate about South Africa, travel, and tourism? If yes, a vacancy exists, South African Tourism is searching for a result-driven, credible individual with strong interpersonal and influencing skills, strong business acumen, and creative flair to join our dynamic organisation as a Trade Relations Manager: India.

Purpose of the Role

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

Key Outputs

Develop Annual Trade Plan and Activations

- Develop an innovative annual strategic sales plan that strengthens existing channels and identifies new channels.
- Coordinate the seamless execution of the trade sales plan across the region, focusing on India.
- Develop an annual timetable of activations.
- Execute the annual sales plan and activations.
- Develop and produce periodic performance reports and feedback on monthly activations and the annual sales plans.
- Develop a performance and ROI dashboard for all trade and sales engagements.
- Identify and open new channels for sales, including setting up innovative programmes such as loyalty programmes.
- Identify, manage and participate in key trade and sales events including but not limited to roadshows and trade shows.
- Ensure collaboration between trade, sales, marketing and communications to plan for seamless communication and execution in market.

Building and Maintaining Relationships

- Identify and maintain a database of all sales and related stakeholders in the region, focusing on India.
- Develop the Trade, Sales and Stakeholder Annual Engagement Plan.
- Cultivate and develop new relationships and maintain existing business relationships with travel trade and related stakeholders.
- Consult with trade on annual sales plans in line with SAT's objectives and key account management principles.
- Organise and attend regular market update events with sales partners.

Manage Sales Channel on Partners

- Develop and maintain a strategy for working with the regional outbound travel industry, primarily in India
- Identify the appropriate amount and mix of trade and sales partnerships by target market and geographic source market in the different tiered cities.
- Negotiate and close partnership sales agreements according to the goals and outputs identified for each sales partner.
- Regularly review relationships with partners against performance and ensure agreements are implemented according to contract deliverables.
- Ensure signed contracts are legally compliant and regularly updated.

Financial and Performance Management

- Submit periodic financial and performance reports to the Hub Head.
- Manage within legal parameters and according to company policy and procedures.
- Put action plans in place for unacceptable variances.

Stakeholder Engagement and Communication

- Engage with the Hub Head of India and the Communications and Marketing Managers to provide an advisory sales role as well as the strategic tourism execution processes.
- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business, the trade, and the broader industry/sector players.
- Lead content design to support media and other exposure.

People Management

- Manage business unit performance against set targets, KPIs, and metrics.
- Define, cascade, and monitor business and people performance objectives.
- Manage the performance of employees in accordance with organisational policy.

Qualifications and Experience

- Bachelor's Degree in Trade Relations Management, Tourism Management, Sales and Marketing, or equivalent.
- Master degree is a distinct advantage.
- Test for English Majors (TEM) Grade 8 or College English Test Grade 6
- At least 5 - 8 years' collective working experience in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent, of which 3 years' experience should be at a managerial level.
- Travel and Tourism experience would be beneficial
- Budget & financial management experience
- Experience in strategy development and implementation.
- Indian Citizens Only

Knowledge and understanding of:

- In-depth knowledge of the Indian travel and tourism landscape.
- India government priorities and imperatives.
- Performance monitoring, evaluation and reporting frameworks, systems and processes.
- Communications and information management legislative requirements.
- Public Service systems related to the Travel and Tourism Industry.
- Knowledge: negotiation skills, project management, financial management, people management, relevant language appropriate to hub needs.

Skills Required:

- Strong sales skills.
- Ability to build relationships, with strong interpersonal and communication skills.
- People management experience with effective decision-making, organisational and negotiating skills.
- Project and financial management is a must.
- Ability to analyse and present data clearly

Visit us @ www.southafrica.net

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

Closing date : **24 April 2026**

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

No late applications will be accepted.

NB. Only India based citizens may apply

South African Tourism does not offer Work Permit sponsorship