

MARKETING AND COMMUNICATIONS MANAGER: CHINA

Local recruitment in China

Are you passionate about South Africa, travel, and tourism? If yes, a vacancy exists, South African Tourism (SAT) 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 Marketing and Communications Manager in China.

Purpose of the Role

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

Key Outputs

Develop and manage the hub marketing and communications strategy

- In consultation with the Hub Head, and in conjunction with the Regional Marketing Manager and PR Specialist, develop a comprehensive marketing and communications strategy and resultant plan for the hub
- Manage and collaborate with a team of people from various agencies in the hub to ensure integrated agency workings, ensuring head office involvement.

Manage in-country media agencies and plan in line with the agreed deliverables

- Prepare all project briefs in conjunction with the Regional Marketing Manager in line with approved business plan objectives and budgets per hub country
- Manage and supervise a team of people from various agencies in the hub to ensure integrated agency workings, where possible
- Maintain production deadlines and deliver approved brand material timeously
- Ensure that all media campaigns are executed within the specified timeframes
- Conduct weekly check-in meeting with agencies to monitor project deliverables
- Monitor and analyse all media campaigns weekly to ensure that objectives and targets are being achieved and make changes where required to ensure optimum results
- Manage and evaluate all agencies and supervise the delivery of their work to ensure integrated agency workings, where possible, for brand consistency
- Develop and optimise an integrated traditional and digital media schedule in conjunction with the Regional Marketing Manager per country, based on approved budgets (annually)
- Monitor competitors' marketing activity and react where necessary
- Identify and negotiate strategic media partnerships with regional Media Groups to ensure frequent coverage and earn top-of-mind awareness

Develop and activate an engagement plan for PR agencies for in/offline markets

- Monitor and research media coverage received per country hub based on media engagements
- Create a Media Influencers database and establish strong relationships with key influencers, which resulted in positive media coverage
- Identify potential media opportunities (internal and external) and develop a calendar that highlights the events and the action required

Manage local SA Tourism website and social media platforms

- Ensure that the design and feel of the local websites and social media platforms are in line with the approved brand and trade strategies
- Create monthly content plans for all local SA Tourism content platforms
- Create and publish new content pieces/articles/posts/blogs, including videos on the SA Tourism country websites and social media platforms in line with the global strategy
- Increase website traffic, social media followers, and engagement through a mix of online and offline marketing and promotional initiatives.
- Monitored and responded to customer engagement to ensure that we build and maintain a strong online brand reputation

Manage the briefing and reverts process of in-market projects

- Prepared all project briefs in conjunction with the Regional Marketing Manager in line with approved business plan objectives and budgets per hub country
- Manage and supervise a team of people from various agencies in the hub to ensure integrated agency workings, where possible
- Develop activation plans and collateral, messaging, and coordinate logistics for the travel shows and events approved
- Project manage all events in a professional, timely manner and within the approved budgets using cost control measures
- Provide a comprehensive analysis and reporting on all shows/events/activations

Financial Management and Reporting

- Compile budget and submit annually in conjunction with the Admin & Finance Manager and head office
- Quarterly variance reports submitted to Hub Head
- Managed within legal parameters and according to company and country policy and procedures
- Action plan in place for unacceptable variances
- Keep variance between actual spending and budget low
- Ensure costs are kept within an agreed limit
- Implement cost-saving initiatives in all activities

Qualifications and Experience

- Bachelor's Degree in Marketing/ Communications or equivalent.
- At least 5 years working experience in marketing and communications, with a minimum of 2 years at a managerial level
- Travel and Tourism experience would be beneficial
- Budget & financial management experience
- Chinese Citizens Only

Knowledge and understanding of:

- In-depth knowledge of the Chinese travel and tourism landscape.
- Chinese government priorities and imperatives.
- Communications and information management legislative requirements.
- Public Service systems related to the Travel and Tourism Industry.

Skills Required:

- Strong marketing/ communication skills.
- Ability to build relationships with strong interpersonal and communication skills.
- Ability to analyse and present data clearly

Visit us @ www.southafrica.net

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

Closing date : **20 April 2026**

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

No late applications will be accepted.

NB. Only Chinese-based citizens may apply

South African Tourism does not offer Work Permit sponsorship