



BUSINESS DEVELOPMENT CO-ORDINATOR

An exciting opportunity exists at our Head Office in Sandton to join our National Convention Bureau (NCB) as Business Development Co-ordinator reporting to the Head: Business Development & Support. We invite applications from individuals who possess the required skills and experience.

Job Duties & Responsibilities:

Research and Business Development

- Source, research, qualify and prioritise new business leads using available research tools such as: Telephone research, database research and analysis, e.g., International Congress and Convention Association (ICCA), (UIA), Internet and other media, as well as face-to-face interviews
- Establish and maintain formal relationships with Provincial and City Convention Bureau
- Conduct project research into key industry sectors with a view to generating sales leads and identifying potential local hosts for regional and international conventions.
- Prepare and maintain account, contact, and event profiles on the Client Relations Management (CRM) database system. Set key follow-up dates using tasks.
- Prepare event bid briefs for handover to convention bureaus and provincial tourism organisations.
- Provide input into the development and execution of business development strategies and plans.
- Maintain and update business development data on CRM system.
- Co-ordinate arrangements for business development events and presentations, e.g., local host and association events.
- Liaise with SA Tourism's international offices where necessary to research, qualify, and prioritise leads.
- Meet business development goals as outlined in the business development plan.
- Respond to any sales data-related queries, either internal or external.
- Assist with appointment scheduling for trade shows and events.
- Provide lead development support for the hosted buyer recruitment programme for Meetings Africa.
- Provide lead development for Association buyer recruitment for Meetings Africa Association Day.
- Provide support for other MICE-related activities as directed by Sales Plan.

Coordinate Capacity Building

- Assist provincial & local Convention Bureau with capacity building to bid and sourcing leads.
- Assist provincial and local Convention Bureaus with building capacity to source data for ICCA reporting purposes
- Strengthen local Convention Bureau's to assist with generation of new business and to increase conversions.

Reporting

- Assist with compiling reports for the unit.
- Provide updated statistical analysis on the SANCB pipeline for secured business.
- Update reports regularly and compile the list of secured business with estimated economic impact.
- Reports on the lead development and status of the leads.
- Report regularly on key business development activities and events, providing details of outputs.

Minimum Requirements:

- National Diploma in Sales & Marketing/ Research or equivalent.
- At least 2 years' sales and/or business development experience within the MICE tourism and/or hospitality industry.
- Knowledge and expertise within the MICE (Meetings, Incentives, Conferences and Exhibitions) industry and understanding of the SANCB mandate will be an added advantage.

Skills and Competency Requirements:

- Research and analytical skills.
- Sales ability.
- Ability to plan, prioritise, and time manage activities.
- Superior verbal and written communication skills. Fluency in English, additional languages an advantage.
- Computer literacy in all Microsoft applications, including Word, Excel, PowerPoint, and CRM database experience.

Visit us @ www.southafrica.net

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

Closing date : **10 July 2026**

No late applications will be accepted.

Should you not have heard from us within two weeks of the closing date, please consider your application unsuccessful.