



SOUTH AFRICAN TOURISM

TRADE RELATIONS MANAGER: AMERICAS

(only USA-based citizens may apply)

3-Year Fixed Term Contract

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

Key Responsibilities

Trade and Sales Planning

- Develop and execute a 3 year strategic trade and sales plan updated annually.
- Coordinate and deliver seamless execution of the trade sales plan.
- Develop an annual calendar of activities to deliver against the plan.
- Develop and produce periodic performance reports and feedback on monthly activations and annual trade sales plans.
- Develop a performance and ROI dashboard for all trade and sales engagements.
- Identify, manage, and participate in key trade events, including but not limited to roadshows and trade shows.
- Ensure collaboration between trade sales and marketing comms plan for seamless communication and execution in market.

Stakeholder Engagement and Communication

- Identify and maintain a database of all Trade and related stakeholders.
- Develop the Trade, Sales, and Stakeholder Annual Engagement Plan
- Cultivate, develop new, and maintain existing business relationships with travel trade and related stakeholders.
- Consult with trade on annual trade sales plans in line with SA Tourism objectives and key account management principles.
- Organise and attend regular market update events with the Trade.
- Develop a comprehensive communication plan for all Trade.
- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business heads, trade, broader industry and sector players.

Trade Distribution Collaborations

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



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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.

Strategic Trade & Partner Engagement

- Manage and scale the B2B CRM database (e.g. Salesforce/HubSpot) to track, segment, and nurture relationships with US travel advisors, tour operators, and wholesalers.
- Design and execute data-driven digital co-op marketing campaigns with North American trade partners to drive bookings to South Africa.
- Lead the digital transformation of the US trade portal, ensuring updated itineraries, toolkits, and promotional collateral are easily accessible.

Digital Campaigns, Training & Virtual Events

- Oversee and optimize the online South African Specialist training program to increase enrolment and completion rates among US travel agents.
- Produce, host, and analyse educational webinars and virtual roadshows using platforms like Zoom and Microsoft Teams.
- Curate and distribute highly segmented B2B e-newsletters (eDMs) and automated email workflows tailored to different tiers of travel buyers.
- Account-Based Marketing (ABM): Ability to design targeted digital campaigns that target specific high-value US tour operators and travel agency networks.
- CRM & Pipeline Management: Mastery of platforms like HubSpot or Salesforce to track trade leads, segment agents by production volume, and automate follow-ups.

Collaboration & Campaign Performance

- Monitor, analyse, and report on B2B digital campaign KPIs, web traffic, and trade conversion rates using Google Analytics (GA4) and Looker Studio.
- Use collaborative project management tools (Asana/Monday.com) to coordinate joint marketing activations with airlines, consortia, and key distribution partners.
- Conduct social listening and active B2B networking to identify emerging US travel trends and new distribution channels.

Qualifications and Experience

- Bachelor's Degree in Tourism Management, Sales and Marketing, Digital Communications or equivalent. A Master's degree is an added advantage.
- Minimum of 5 to 8 years of experience working within the US outbound travel distribution system, with an established network of US tour operators, consortia (e.g. Virtuoso, Signature), and travel advisors.
- Digital marketing capabilities
- English language proficiency and business acumen.
- Budget & financial management experience
- Experience in strategy development and implementation.
- Prior experience working for a national, regional, or city tourism board, or a major inbound receptive operator.



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Knowledge, Skills and Attributes

- Negotiation, project management, digital, financial management, and people management.
- Creative thinker, innovative, customer service orientation, resilience, interpersonal sensitivity, teamwork.
- Comprehensive knowledge of the US travel distribution system, including major consortia (e.g., Virtuoso, Signature), host agencies, and operators.
- Excellent presentation and public speaking skills, both in-person and in virtual formats.
- Ability to work within an existing team structure in a US environment while maintaining seamless digital alignment with a South Africa-based head office.
- Analytical, interpersonal and decision making skills
- To be effective, the successful candidate must bridge the gap between traditional B2B travel trade distribution and modern data-driven marketing.

Visit us @ www.southafrica.net/us

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

Closing date : **17 August 2026**

No late applications will be accepted

USA-based citizens only as South African Tourism does not offer work permit sponsorship.

Applications from non-US-based applicants will not be considered.

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