

## **TRADE RELATIONS MANAGER: INDIA**

### **Local recruitment in India 5-YEAR FIXED TERM CONTRACT (FTC)**

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 an equivalent relevant qualification.
- Master's Degree is a distinct advantage.
- Test for English Majors (TEM) Grade 8 or College English Test Grade 6
- At least 8 years' collective working experience in Trade Relations Management, Tourism Management, Sales and Marketing or equivalent, of which 5 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

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Detailed CV to be sent to : [tourismexecution@southafrica.net](mailto:tourismexecution@southafrica.net)

Closing date : **9 September 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