



SOUTH AFRICAN TOURISM

MICE SALES MANAGER

The vacancy for a MICE (Meetings, Incentives, Conventions and Exhibitions) Sales Manager exists to join our South Africa National Convention Bureau (SANCB) business unit at our Head Office in Sandton, reporting to the General Manager: MICE Sales. We invite applications from talented individuals who possess the required skills and experience.

KEY PERFORMANCE AREAS

MICE Sales Activities

- Oversee and support the programmes undertaken by the SANCB sales team, including:
 - Source, research, qualify and convert leads into secured business for the destination.
 - Partake in sales engagements with clients to convert leads into bidding opportunities.
 - Manage and coordinate the end-to-end bidding process to secure business events for the destination, including lobbying and bid promotion activities.
 - Manage the administrative processes of the bid support programme, including the evaluation, scoring, motivations and issuing support letters for bids.
 - Manage all sales leads, accounts, contact and event profiles on the SANCB's CRM system to ensure accurate tracking and reporting.
- Provide business partnering services to South African Tourism's country offices, hubs, and Provincial Convention Bureaus to ensure sales activities are structured and coordinated.
- Conduct research into key industries and sectors to generate sales leads and insights that inform the bidding processes for international meetings, incentives, conventions and exhibitions.
- Develop relationships with international exhibition organisers and promote opportunities for exhibitions to be hosted in South Africa.
- Meet sales targets in accordance with SANCB goals and objectives.

Lead Generation

- Generate and qualify sales leads from tradeshow and sales promotions activities.
- Follow up on all sales lead using the CRM system to monitor & report on progress.
- Maintain accurate database records and follow-up procedures.
- Achieve and grow sales targets through bid submissions.
- Contribute to the attainment of the overall sales targets in accordance with SANCB goals and objectives.

MICE Activities

- Plan and conduct sales activities, including promotions, tradeshow arrangements and bid presentations.
- As required by the GM: Sales, provide assistance and input into the sales plan for the SANCB.
- Generate a draft budget for annual sales activities, including all logistical considerations.
- Monitor sales performance and prepare regular sales reports as required.
- Gather and record market intelligence and competitive information appropriate to specific bids.

- Keep up to date with South Africa's Business Events products and services through industry product presentations, sites, research and meetings.
- Provide support for other Business Events related activities as directed by the SANCB strategy and business plan.
- Oversee and manage the International Hosted Buyer Programme for Meetings Africa and related sales activities.

Stakeholder Engagement and Communication

- Engage with business unit heads to provide an advisory MICE Sales role and guidance on strategic SANCB management processes.
- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships with business heads, trade and broader industry/sector players.

Participate as an active member of the SA Tourism management team

- Prepare monthly performance and insights reports and make presentations as required.
- Actively participate in management meetings, committees and relevant governance structures.
- Positively support the implementation of all management decisions.

MINIMUM REQUIREMENTS:

- A Bachelor's Degree in Sales and Marketing/Travel and Tourism/Business management or equivalent.
- Minimum 5 years in Sales and Marketing experience, including proven experience in successfully planning and executing strategic sales and bidding projects.
- Knowledge of the business events industry and understanding the SA Tourism mandate will be an added advantage.
- Experience in government operations is required.

COMPETENCIES:

- Knowledge and understanding of the principles of business, the application thereof, the opportunities within the business and the seizure of such opportunities
- Ability to implement and follow governance and compliance procedures
- Understand the principles and practices of marketing, sales and communications
- Superior interpersonal skills, persuasive and influential
- Excellent verbal and written communication skills with extensive command of the English language
- Ability to perform within a diverse and dynamic environment internally and externally
- Planning and organising skills
- Proficient in administration, financial and relationship management
- Ability to work and negotiate with people at various levels of seniority
- Highly presentable with excellent business acumen

Visit us @ www.southafrica.net

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

Closing date : 21 September 2026

No late applications will be accepted.

Important note:

People with disabilities are encouraged to apply. Due to the large amount of correspondence we envisage receiving, only shortlisted candidates will be contacted. Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful.