

MARKETING AND TRADE OFFICER: INDIA

Local recruitment in India

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 Marketing and Trade Officer: India.

Purpose of the Role

To assist the Marketing & Communications Manager to implement and execute the SA Tourism marketing strategies in the India hub that will build the brand's reputation. To perform trade training, execute trade campaigns and various administration tasks.

Key Outputs

MARKETING SUPPORT & CAMPAIGN COORDINATION

- Support the implementation of the approved South African Tourism marketing and business plan for the relevant market.
- Support the marketing manager with the delivery of integrated destination marketing campaigns and projects across agreed channels.
- Assist with the development of campaign plans, project plans, briefs, timelines, budgets and deliverables.
- Ensure that all required approvals are obtained before marketing activities commence.
- Coordinate with internal teams, appointed agencies, suppliers and partners to ensure timely delivery of marketing initiatives.
- Support digital, social media, content, PR, partnership and activation programmes.
- Coordinate the adaptation and distribution of South African Tourism marketing assets in accordance with brand guidelines.
- Maintain accurate campaign documentation, approvals, correspondence and supporting records.
- Track campaign deliverables and escalate delays or risks to the Marketing Manager.
- Support campaign performance tracking and the preparation of post-campaign reports.
- Assist the Marketing Manager with presentations, briefing documents, reports and management information.

TRADE RELATIONS SUPPORT

- Support the implementation of the approved travel-trade engagement strategy and business plan.
- Coordinate trade workshops, roadshows, sales calls, webinars, training programmes, exhibitions and other trade activities.
- Assist with the planning and coordination of trade and stakeholder engagements.

- Maintain accurate and up-to-date databases of tour operators, travel agents, wholesalers, airlines, industry associations and other tourism stakeholders.
- Support trade communications and distribution of South African Tourism information, campaigns, toolkits and destination content.
- Assist with trade presentations, destination training materials and sales collateral.
- Support the coordination of familiarisation trips and other trade development initiatives.
- Capture and track trade leads, opportunities, commitments and follow-up actions.
- Gather trade feedback and market intelligence and provide relevant information to the Trade Relations Manager.
- Assist in identifying opportunities to strengthen South Africa's distribution and conversion through the travel trade.
- Maintain professional relationships with trade stakeholders and ensure timely responses and follow-ups.
- Will be required to travel abroad for work purposes

ADMINISTRATION, GOVERNANCE & POLICY COMPLIANCE

- Ensure that all project documentation is complete, accurate and filed in accordance with South African Tourism policies and procedures.
- Prepare and maintain project files, approval documents, briefs, quotations, correspondence, contracts, purchase orders, invoices and supporting documentation as required.
- Ensure that appropriate internal approvals and delegated authorities are obtained before commitments are made or activities are implemented.
- Support compliance with relevant PFMA, Treasury Regulations, procurement requirements and South African Tourism policies and delegations.
- Assist with budget administration and monitoring against approved project allocations.
- Ensure expenditure is supported by the required documentation and approvals.
- Liaise with Finance, Procurement, Legal and other internal functions as required.
- Track outstanding approvals, purchase orders, invoices and payments and escalate delays appropriately.
- Maintain accurate audit trails for all projects and activities.
- Ensure that supplier and agency documentation is complete and submitted within prescribed timelines.
- Assist with audit queries and provide supporting documentation when required.
- Ensure that records are maintained in accordance with applicable information and records-management requirements.
- Maintain confidentiality of organisational, commercial and stakeholder information.
- Ensure that all administrative deadlines and reporting requirements are met.
- Support the Hub Head with all key administrative requests
- Liaise with the designated Travel Management Company (TMC) to coordinate venue bookings for events, as well as travel arrangements and other related requirements, as and when necessary.

DIGITAL MARKETING & CONTENT SUPPORT

- Support digital and social media marketing campaigns in collaboration with the Marketing Manager and relevant digital teams.
- Coordinate the delivery of digital content and campaign assets.
- Assist with website, social media, email marketing and digital content activities.
- Maintain content schedules and campaign trackers.
- Coordinate with digital and creative agencies on asset delivery.
- Support the distribution and localisation of South African Tourism content for relevant markets.
- Monitor basic digital performance indicators and compile information for reporting.
- Assist with the coordination of influencer, creator and digital partnership activities.
- Maintain an organised digital asset library.
- Keep abreast of emerging digital marketing trends, platforms and technologies relevant to destination marketing.
- Support the responsible and policy-compliant use of AI and digital marketing tools.

PROJECT MANAGEMENT & BUSINESS PLAN SUPPORT

- Maintain project plans, action trackers and implementation schedules.
- Track agreed milestones, deliverables and dependencies.
- Coordinate meetings and record action items.
- Follow up with stakeholders on outstanding actions.
- Ensure projects remain aligned with approved business-plan objectives.
- Escalate risks, delays, budget concerns or governance issues to the relevant Manager.
- Assist in preparing project status reports.
- Support the Marketing Manager and Trade Relations Manager in monitoring delivery against annual objectives.
- Maintain accurate records of project outcomes, lessons learned and supporting evidence.

EVENTS, ACTIVATIONS & LOGISTICAL SUPPORT

- Provide administrative and logistical support for trade and marketing events, workshops, exhibitions, roadshows, conferences and stakeholder engagements.
- Coordinate invitations, registrations, delegate information and stakeholder communications.
- Liaise with venues, suppliers, agencies and other service providers.
- Assist with event branding, marketing collateral and digital requirements.
- Coordinate travel and logistical arrangements where required and in accordance with organisational policy.
- Ensure event-related documentation and approvals are completed.
- Assist with post-event reporting, reconciliation and stakeholder follow-up.
- Maintain accurate records of participation, leads, engagements and outcomes.

AGENCY, SUPPLIER & FINANCIAL ADMINISTRATION

- Liaise with appointed agencies and suppliers regarding project deliverables.
- Track agency and supplier performance against approved scopes and timelines.
- Assist with the administration of contracts, purchase orders and supplier documentation.
- Verify that invoices are supported by the required documentation and delivered outputs.
- Monitor project expenditure against approved budgets.
- Assist with budget reconciliations and reporting.
- Always follow established procurement and financial procedures.
- Escalate any discrepancies or potential compliance issues to the relevant Manager.
- Maintain complete documentation to support audit and governance requirements.

REPORTING, DATA & MARKET INTELLIGENCE

- Compile accurate weekly, monthly, quarterly and annual reports as required.
- Support the Marketing Manager and Trade Relations Manager with business-plan reporting.
- Maintain accurate marketing and trade activity databases.
- Track agreed KPIs and deliverables.
- Assist with gathering campaign, digital, trade and stakeholder performance information.
- Collect relevant market intelligence and competitor information.
- Maintain records of stakeholder engagements and trade activities.
- Assist with preparing presentations and management reports.
- Ensure all reported information is accurate, verifiable and supported by appropriate evidence.

STAKEHOLDER & INTERNAL COMMUNICATION

- Serve as an effective coordination point between the Marketing and Trade teams and relevant internal departments.
- Maintain professional relationships with internal and external stakeholders.
- Ensure information is communicated accurately and timeously.
- Coordinate correspondence and follow-ups on behalf of the Marketing Manager and Trade Relations Manager.
- Prepare meeting agendas, minutes, action lists and briefing documents where required.
- Ensure that commitments made to stakeholders are tracked and followed through.
- Support effective communication between South African Tourism, tourism industry stakeholders, government structures, Embassies and strategic partners where applicable.

Qualifications and Experience

- Diploma in Public Relations/ Marketing/ Journalism/ Trade Relations Management, Tourism Management, Sales and Marketing or equivalent.
- Bachelor's degree in Public Relations, Marketing, Sales, Journalism, Tourism Management or related equivalent (added advantage)
- 3-5 years' relevant experience in marketing, tourism, destination marketing, trade relations, communications, project coordination or a related environment.
- Experience supporting marketing campaigns and projects.
- Experience working with external agencies, suppliers and stakeholders.
- Experience in travel and tourism or destination marketing will be advantageous.
- Experience working in a structured, policy-driven, corporate or public-sector environment will be highly advantageous.
- Experience with administrative, financial and project documentation.
- Experience supporting events, trade activations or stakeholder engagements.
- Experience with digital marketing and social media platforms.
- Indian Citizens Only

Technical and Digital Skills

- Microsoft 365, particularly Excel, Word, PowerPoint, Outlook and Teams.
- Digital marketing and social media platforms.
- Digital content management.
- Email marketing and CRM systems.
- Basic digital analytics and reporting.
- Online meeting and collaboration platforms.
- Project and task-management tools.
- Data capturing and database management.
- Digital filing and document-management systems.
- Basic budget tracking and reconciliation.
- Digital presentation and reporting tools.

Visit us @ www.southafrica.net

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

Closing date : **14 October 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