SOUTH AFRICAN TOURISM

GENERAL MANAGER – BRAND & MARKETING

An exciting opportunity exists at our Head Office in Sandton, to join our Brand and Marketing business unit as GM: Brand & Marketing reporting to the Chief Marketing Officer. We invite applications from individuals who possess the required skills and experience.

Purpose of the Role

The role is responsible for the development of the SA Tourism brand and marketing strategy that will build the brand's reputation, increase market share and drive growth through building awareness and positivity.

Key Performance Areas:

Global Strategy Development

- Develop the global brand strategy in conjunction with the CMO and develop appropriate marketing strategies and plans;
- Lead the creation and execution of marketing strategy (target audience, brand proposition/positioning, creative platform, brand communication, innovation and through the line marketing);
- Determine the levers of the marketing mix that will be used to create, reinforce and trigger the SA Tourism brand awareness and meaning across the various markets across the entire world;
- Translate SA Tourism brand and marketing strategies into brand plans, brand positioning and go-to-market strategies;
- Monitor competitor activities and develop new and innovative brand growth strategies;
- Ensure the SA Tourism brand is competitive and builds on the strategy by fully understanding and appropriately dealing with the competitive context and approach to the market.

Brand Management

- Monitor performance of the brand and provide rapid course correction as new information comes to light;
- Oversee SA Tourism marketing and advertising activities to ensure consistency with the SA Tourism brand strategy;
- Develop and sustain strong working relationships with all internal and external stakeholders;
- Develop high quality and effective marketing materials that align appropriately with the overall SA Tourism brand strategy;
- Manage external agencies tightly, efficiently, and effectively and ensure marketing budgets are met;
- Seek out new marketing opportunities that fit with the SA Tourism brand and maximise all opportunities for growth;

- Align the SA Tourism brand around SA Tourism's direction, choices and tactics;
- Manage and oversee brand content development.

Brand, and Marketing Performance

- Manage SA Tourism brand equity;
- Ensure efficient project management of all brand related projects;
- Liaise with agencies on all brand development related requirements;
- Champion the SA Tourism brand and its meaning;
- Measure and report performance of all brand and marketing campaigns, and assess against goals (ROI and KPIs);
- Monitor market trends and review consumer markets to identify opportunities and key issues;
- Monitor reactions to brand campaigns.

Manage the resources of the Business Unit

- Monitor and evaluate the development and execution of the operational plan for the business unit including budget, performance targets, KPIs/measurement metrics and reporting;
- Conduct budgetary planning for the business unit and account for allocated budget;
- Ensure sufficient capacity exists within the business unit to achieve targets, projects and initiatives;
- Provide employees with the necessary information and resources to deliver on their objectives and meet the targets for the business unit;
- Motivate team members and create a culture of high performance;
- Manage employee related matters within the business unit.

Stakeholder Engagement and Communication

- Engage with business unit heads to provide a brand advisory role in the strategic planning 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, and the world;
- Communicate and engage employees on strategic directions and decisions taken for by the business.

People Management

- Manage business unit performance against set target, KPIS and metrics;
- Define, cascade and monitor people performance objectives;
- Evaluate business unit performance against targets.

Qualifications and Experience

- A post graduate qualification in Marketing, Communications, Advertising, or any related field;
- 7+ years experience in brand management;
- People management experience;
- Experience in strategy development;
- 10 years collective working experience;
- 5 years' experience at a senior management level;
- Extensive experience of managing teams and stakeholders.

Professional Certification and Membership

- Relevant Professional registration will be an added advantage.

Knowledge and understanding of:

- Tourism industry and Marketing and Advertising principles and standards;
- Government priorities and imperatives;
- The PFMA and regulations, and other relevant legislation;
- Performance monitoring, evaluation and reporting frameworks, systems and processes;
- Relevant legislation and regulatory requirements namely PFMA, Treasury Regulations and Frameworks on performance information and strategic plans;
- Communications and information management legislative requirements;
- All Public Service systems.

Visit us @ www.southafrica.net

Please send your detailed CV to : **hr@southafrica.net**

Closing date : **18 November 2026**

South African Tourism is an equal opportunity employer. Applications from persons living with disabilities are welcome.

No late applications will be accepted.

Should you not hear from us within two (2) weeks after closing date, kindly consider your application unsuccessful.