SOUTH AFRICAN TOURISM

MARKETING AND PROMOTIONS MANAGER: MIDDLE EAST

An exciting opportunity exists at our Head Office in Sandton, to join our Tourism Execution business unit as Marketing and Promotions Manager: Middle East, reporting to the Hub Head: MEISEA (Middle East India South East Asia). We invite applications from individuals who possess the required skills and experience.

Purpose of the Role

To provide technical leadership and create business value by delivering technology related systems and services that increase operational efficiencies.

Key Performance Areas:

Develop and manage the marketing and promotions strategies for the hub

- Develop and implement local brand communications/ marketing and trade strategies that are aligned to the global strategies
- Develop and direct marketing and promotional programs/projects and policies for the hub across all platforms (consumer and trade) to ensure that the goals are achieved
- Develop and oversee trade engagement and training programmes to educate the travel trade on selling South Africa
- Direct and oversee the creation of creative assets to support the marketing campaigns
- Initiate hub market research studies and analyse their findings to understand opportunities for growth
- Develop and manage budgets of the marketing and promotions programme of the APP (Annual Performance Plan)

Develop and ensure implementation of hub communications strategy

- Develop the communications strategy for the hub (consumer and trade) to support the marketing and promotions activities of the hub
- Ensure that the communications strategy is implemented and continuous reviewed for improvements
- Manage the translation and execution of the Marketing strategy into impactful programs
- Ensure customer service for the hub is delivered as an outcome of the implementation of the strategy
- Develop communication and support matrix to grow reach/sales and maximize market penetration
- Define criteria set for measurement of communication and content matrix
- Monitor editorial plan for all relevant touch points
- Research information relating to PR opportunities available
- In conjunction with the Regional Marketing Manager, develop and submit clear briefs to agencies with clear deliverables
- Manage supplier interface and execution with all agencies
- Manage performance matrix per agency

Stakeholders Relationships Management

- Manage key stakeholders and identify and approach potential new key stakeholders
- Establish and grow Relationships with on-line travel aggregators, media, trade, PR agencies
- Analyse and share market trends relevant to South African stakeholders
- Develop a clear understanding of the products being sold in the market
- Collaborate with South African stakeholders to redesign and promote products and experience in a way that it will boost the strategic objective of SAT - i.e. use their products to strengthen brand South Africa and increase arrivals and reach.
- Develop and maintain relationships with trade in the hub to ensure the promotion of South Africa and growth in tourist arrivals

Management of Marketing & Promotions Department and Resources

- Manage the people, projects, finances of this part of the hub operations
- Manage the relationships with appointed marketing agencies for effective delivery of hub marketing plans
- Deliver routine reports on the marketing and promotions programmes for the hub
- Develop and manage a budget to deliver the annual business plan
- Assume responsibility for accounting procedure
- Report on budget status

Qualifications and Experience

- Bachelor's Degree in Marketing/ Communications or related qualification.
- Honours and Master's Degree in Communications, Sales and Marketing or a related field will be an added advantage.
- Minimum 5 – 8 years working experience in advertising, marketing, promotions, or sales with minimum 2 years at a managerial level
- Travel and Tourism experience would be beneficial, particularly within the Meetings, Incentives, Conferences and Exhibitions (MICE) and business events industry.
- Budget & financial management experience
- Experience in strategy development and implementation.

Knowledge and understanding of:

- Negotiation skills, project management, financial management, people management, relevant language appropriate to hub needs
- Knowledge of relevant legislation and regulatory requirements i.e. PFMA, Treasury Regulations and Frameworks on performance information and strategic plans as well as government priorities and imperatives.

Skills and Competency Requirements:

- Ability to plan, prioritise and time manage activities.
- Superior verbal and written communication skills.

Visit us @ www.southafrica.net

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

Closing date : **25 November 2026**

No late applications will be accepted.

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

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