

Zulu Kingdom. **Exceptional**

Tourism KwaZulu-Natal, a statutory authority responsible for the promotion, marketing, and development of tourism in KwaZulu-Natal, invites applications from suitably qualified people for the following position:

GENERAL MANAGER: CONVENTION BUREAU

REF: GMCB/2021

GRADE: 5

Salary: R1 093 484 – R1 457 980

Purpose: Overall responsibility and accountability for the business events marketing function of Tourism KwaZulu-Natal.

Key Result Areas: • Implementing the organization's business events strategy • provide leadership and guidance in the co-ordinated promotion and marketing of the province as a business events destination • establishing and managing business tourism trade relations as well as CRM programmes • develop and maintain relationships with relevant stakeholders • linking KZN business tourism trade to the business events value chain in order to competitively position the province of KwaZulu-Natal as a business events destination.

Requirements: Degree in Tourism or Marketing.

Required Minimum Work Experience: 10 years' experience in Business Tourism with 5 years senior managerial experience.

Competencies: • Understanding and use of business events marketing strategies • ability to communicate at all levels • strategic planning, project management • report writing • change management • capabilities in executing and/or interpreting market research • customer relationship management • understanding of international business relations and government protocols.

Enquiries may be directed to Mphathiswa Golodza (031) 366 7564 /mphathiswa@zulu.org.za

CLOSING DATE: 25 June 2021 (COB)

How to Apply:

Please submit a detailed CV, certified qualifications and ID with a motivation letter to recruitment@zulu.org.za

Please note that the right not to make an appointment is reserved and if no communication is received within one month of the closing date, please regard your application as unsuccessful.