

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:

**REGION MANAGER:
MARKETING DEPARTMENT**

REF: RM/2023

GRADE: 7

SALARY: R808 004 – R1 077 339 pa

Purpose: Execute the development of target markets in identified regions and implement Tourism KwaZulu-Natal's marketing programmes in regional markets.

Key Result Areas: • Position KZN as a premier leisure tourism destination by Implementing the marketing plan for the identified region. • Manage all trade relations, trade programmes, consumer programmes, familiarization trips and brand development in the identified market segments. • Coordinate and implement trade joint marketing agreements, monitor, and evaluate the effectiveness of agreements. • Identify and develop cooperative relationships between outbound and inbound tourism trade. • Undertake key account calls, trade workshops and trade exhibitions. • Overall management of staff and projects from planning to finalization and reporting in line with allocated budgets.

Requirements: B Degree/National Diploma in Tourism or Marketing or equivalent. (Three Years)

Required Minimum Work: 5 years business/leisure tourism/marketing experience and 2 years management experience

Competencies: Good communication skills, teamwork and collaboration, decision-making and analytical skills, time management skills.

CLOSING DATE: 5 May 2023 (12h00 midday).

ENQUIRIES: Michelle Thavar (michelle@zulu.org.za)

How to Apply:

Please submit a detailed CV, certified qualifications, and ID with a motivation letter, indicating salary expectations and notice period to recruitment@zulu.org.za. The applicable reference number must be indicated on the subject line.

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.