

INTERNAL / EXTERNAL ADVERT

Business Unit: Investment Promotion		Date: 20 February 2024
Job Title:	Destination Marketing Manager	
Reporting to:	Executive Manager: Investment Promotion	
Job Grade:	D2	
Duration:	Permanent	

Brief Outline of Duties:

To position KZN as a primary destination for investment and a leader in trade by planning and implementing targeted international engagement programmes that seeks to increase the awareness of the province as a business location to focused international audiences working in partnership with strategic partners locally and in the target countries.

KEY PERFORMANCE AREAS (Among others)

1. Initiate and implement international destination Marketing activities.
2. Source, co-ordinate and manage inward missions.
3. Generate trade and investments leads from destination marketing activities.
4. Co-ordinate and implement investment conference.
5. Stakeholder engagement.
6. Destination marketing strategic projects.

JOB SPECIFICATION

Educational and /or Technical Competencies:

- Honours Degree in International Relations, Marketing, Communications, Commerce, or any other equivalent qualification.

KwaZulu-Natal Office

Trade & Investment House, 1 Arundel Close,
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DIRECTORS: K S Shandu (Interim Chairperson), U Maharaj, D Naidoo, E M Nkosi, E B Mkhize, S K Mpungose, R N Ngcamu (Acting CEO), X Cele (Acting CFO)



Experience:

- A minimum of seven (7) years' experience in International Relations and Communications of which two (2) years' experience must be at Senior Management.
- Exposure to International markets would be an added advantage.

PROFESSIONAL COMPETENCIES

- Strong understanding of strong-cultural communication.
- Understanding of international relations and stakeholder engagement.
- Management experience in marketing and communication.
- Understanding of global macro-economic environment.
- Proven ability to manage and translate economic data and market intelligence.

PERSONAL ATTRIBUTES

- Strong organisational skills.
- Good management skills.
- Ability to operate under pressure with multi-partners and deliverables.
- Excellent interpersonal skills.
- Ability to analyse, conceptualise and implement strategy.
- Sound leadership skills.
- Ability to work in cross-functional projects/teams.
- Excellent co-ordination and project management skills.
- Computer literate at an intermediate level.
- Excellent written and verbal communication skills.
- Excellent report-writing skills.
- Good time-management.

Equity Statement

We are committed to Employment Equity when recruiting internally and externally and will ensure our recruitment process is in line with achieving our Employment Equity goals.

Should you meet the above requirements please send your application to hr1@tikzn.co.za

CLOSING DATE: Friday: 15 March 2024