

Senior Manager Marketing and Tourism 31-01-2019



The above mentioned position is available in the Marketing and Tourism Department at Robben Island Museum.

Reporting to the Executive Manager I&FM, the incumbent will be responsible to develop, establish and maintain marketing strategies to meet RIMs strategic objectives and effective management of the marketing and the promotion of all RIM products, activities and services.

Key performance areas:

- Managing direct company operations to meet budget and other financial goals;
- Developing and implementing business policies;
- Supporting and advising the CEO and the Executive in decision making regarding business processes;
- Managing departmental budget;
- Establishing goals and managing staff performance;
- Recommending training needs to capacitate staff;
- Establishing marketing goals to ensure share of market and profitability;
- Developing and executing marketing plans;
- Visitor experience and Customer Relationship Management;
- Managing stakeholder Relations;
- Conducting market research for benchmarking;
- Event management;
- Revenue Generation;
- Managing marketing platforms;
- Developing pricing strategy;
- Brand Management;
- Managing relations with the Tourism Industry;
- Product Development;
- Managing Events & Private Tours;
- Manage Hospitality services;
- Ensure Revenue Generation;
- Ticket Sales Management;
- Management of Bookings System;
- Writing Departmental reports;
- Input in council reports;
- Submitting budget reports.

Minimum Requirements:

- B Degree in Marketing, Tourism, or equivalent;
- Five years' practical experience in either tourism, marketing or communications;
- Three years' managerial experience;
- Good communications and writing skills;
- Proficiency Word Processing, Spreadsheets and Report Writing;
- Ability to manage staff and their performance;
- Understand of the Supply Chain regulations and the Public Finance Management Act;
- Risk and resource Management;
- Strong analytic, strategic and creative problem solving skills;
- Ability to manage multiple projects and tight deadlines;
- Good project planning and organizing skills;
- Ability to function independently and act proactively and participate in a strong team environment.

RIM is an EE, AA, employer, RIM reserves the right not to make an appointment if suitable candidate are not found. Forward a detailed cv, accompanied by certified copies your ID and qualification certificates as well as contactable referees, to recruitment@robben-island.org.za by no later than 31 January 2018 please note your attachment should not exceed 10 MB. Note.: If you do not hear from us within 30 days, please consider your application unsuccessful.