

Senior Manager Communications, Marketing and Tourism

04-12-2018

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 communications and marketing strategies to meet RIMs strategic objectives.



Key performance areas:

- Managing direct company operations to meet budget and other financial goals;
- Enforcing business policies;
- Supporting and advising the CEO and the Executive in decision making regarding business processes;
- Managing the departmental budget;
- Establishing goals and manage staff performance;
- Recommending training needs to capacitate staff;
- Managing all RIM Communications;
- Media and Public Relations Management;
- Managing Stakeholder Relations;
- Establishing marketing goals to ensure share of market and profitability;
- Developing and executes marketing plans;
- Conducting market research for benchmarking;
- Customer Relationship Management;
- Events Management;
- Revenue Generation;
- Digital Marketing;
- Creative Design;
- Develop Pricing Strategy;
- Brand Management;
- Managing relations with the tourism industry;
- Product Development;
- Managing Events & Private Tour;
- Managing Hospitality Management services;
- Ensuring Revenue Generation;
- Ticket Sales Management;
- Management of Booking Systems;
- Write Departmental Reports;
- Input in Council Reports;
- Submit Budget Reports.

Minimum Requirements:

- B Degree in Marketing, Tourism, Communications (Journalism, Communication and Public Relations or Related Field) or equivalent;
- Five years' practical experience in either tourism, marketing or communications;
- Five 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;
- Good Interpersonal skills, problem solving skills and ability to network and build business contacts.

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 04 December 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.