Senior Manager: Marketing and Tourism  
R818 175.60 - R1145 445.84 (TCTC)  
5 years fixed term contract  
Job Grade 6

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 for leading and managing all marketing requirements for the business. The successful candidate will be tasked with the review and refinement and implementation of marketing strategies that meet RIMs overall strategic objectives in promoting RIM as a tourist destination of choice. The role also entails the management of product diversification to inform revenue generation / increase profitability and achieve higher sales volume from existing and new tourism products.

Key Performance Areas:
- Make input on business strategic planning documents
- Develop, manage and review all departmental policies;
- Participate in strategic Committees as determined by the Executive;
- Ensure that Units outputs align to departmental objectives;
- Manage departmental budget;
- Develop marketing campaigns;
- Attend marketing exhibitions;
- Develop a marketing plan for RIM;
- Manage Brand Alignment;
- Facilitate the development of new products;
- Develop a revenue generation plan
- Improve on the events, private and special tours;
- Manage accommodation and conferencing facilities;
- Write Departmental Reports;
- Input in Council Reports;
- Submit Financial Reports.

Minimum Requirements:
- B Degree in Marketing or Tourism Management, or equivalent
- Five years’ practical experience in either tourism or marketing
- Five years’ managerial experience
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of trends website analytics tools (e.g. Google Analytics)
- Good communication and writing skills
- Proficiency in: Word Processing, Spreadsheets, Report Writing and Presentations
- 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
- Good problem solving ability
- Ability to network and building business contacts.
- Conflict management
- Must have business acumen

RIM is an EE, AA, employer, RIM reserves the right not to make an appointment if suitable candidate is 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 12 October 2020, 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.