



Limpopo Tourism Agency (LTA) is a schedule 3c parastatal mandated in terms of Limpopo Tourism Act of 2009 to amongst other things promote and offer a sustainable and diverse tourism experience through strategic marketing (destination marketing) and support and facilitate tourism development programmes, collaborations with stakeholders and sector transformation. LTA as an environment that encourages innovation, creativity and self-management, has the following challenging position at their Head Office in Polokwane. Limpopo Tourism Agency is an equal opportunity employer committed to the achievement and maintenance of diversity as well as employment equity. **WOMEN and PEOPLE WITH DISABILITIES** are encouraged to apply.

Post : Chief Marketing Officer (Five (5) Year contract position)
Ref No. : 002/22
Salary : R1 353 940 (Total cost to Company Salary including benefits: Not Negotiable)
Reporting : The Position reports to the Chief Executive Officer

ESSENTIAL REQUIREMENTS OF THE POST

Qualification

Grade 12

Degree in Marketing, or Tourism Management, or Business Management, or related field. Postgraduate qualification in related field will be an added advantage.

Work Experience

- 6 years of progressive marketing management working experience
- Knowledge of leadership and management principles for public entities
- Knowledge of all national and provincial legislation applicable to public entities including: employment standards, etc.
- Knowledge of challenges and opportunities relating to tourism
- Knowledge of human resources management
- Knowledge of financial management
- Knowledge of project management

Skills and competencies

- *Adaptability*: Demonstrate willingness to be flexible, versatile and tolerant in a changing work environment while maintaining effectiveness and efficiency.
- *Build Relationships*: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the Agency.
- *Communicate Effectively*: Speak, listen and write in clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- *Creativity/Innovation*: Develop new and unique ways to improve operations of the Division and to create new opportunities.
- *Focus on Client Needs*: Anticipate, understand, and respond to needs of clients to meet or exceed their expectations within the Agency parameters.
- *Foster Teamwork*: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance effectiveness.

- *Organise*: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities
- *Plan*: Determine strategies to move the Division forward, set goals, create and implement actions plans, and evaluate the process and results.
- *Solve Problems*: Assess problem situations, identify causes, gather and process information, generate solutions, make recommendations, resolve the problem.
- *Think Strategically*: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the Agency
- *Make Decisions*: Assess situations to determine the importance, urgency and risks, and make clear, timely decisions in the best interests of the Division.

JOB PURPOSE

To lead and manage the destination marketing division as per the strategic direction set by the Board

DUTIES OF THE POST

Leadership:

- Participate with the CEO in developing a vision and strategic plan to guide the Division
- Identify, assess, and inform the CEO of internal and external issues that affect the Division
- Act as a professional advisor to the CEO on all aspects of the Division's activities
- Foster effective team work between the CEO and the CMO and between the CMO and staff
- In addition to the CEO, act as a spokesperson for the Division
- Conduct official correspondence on behalf of the CEO as appropriate and jointly with the CEO when appropriate
- Represent the Division at tourism community activities to enhance the Division's tourism community profile

In order to ensure that appropriate leadership is provided to the Division to carry out its business

Operational Planning and Management:

- Develop an operational plan which incorporates goals and objectives that work towards the strategic direction of the Division
- Ensure that the operation of the Division meets the expectations of its clients, Board and Shareholder
- Oversee the efficient and effective day-to-day operations of the Division
- Draft policies for the approval of the Board and prepare procedures to implement the Divisional policies; review existing policies on an annual basis and recommend changes to the Board as appropriate
- Ensure that personnel and client files are securely stored and privacy / confidentiality is maintained
- Provide technical support to the CEO and Board by preparing Division-specific meeting agenda and supporting materials

In order to ensure the planning and day to day operational management of the Division

Programme planning and management:

- Oversee the planning, implementation and evaluation of the Division's programmes and services
- Ensure that the programmes and services offered by the Division contribute to the Agency's mission and reflect the priorities of the Board
- Monitor the day-to-day delivery of the programmes and services of the Division to maintain or improve quality
- Oversee the planning, implementation, execution and evaluation of special projects

In order to ensure the overseeing of programmes and projects, and management of implementation

Tourism Marketing Strategy:

- Develop and exercise oversight of the tourism marketing strategies to support provincial tourism growth objectives
- Formulate marketing strategy, collaborate with both internal and external stakeholders, and lead cross-functional teams in the development of tourism-type operational strategies
- Bring together crucial pieces of information such as competitor performance, operational performance, innovations, markets, etc., from various internal and external sources to develop strategic tourism marketing options
- Carry out regular strategy reviews with the Board, spearheading the strategic vision across all fronts of the tourism industry and businesses

In order to ensure that the scope and parameters within which tourism marketing strategy are clear and roles carried out as expected

Marketing management framework:

- Liaise with strategy, brand, product and regional managers to establish a framework for tourism marketing campaigns and programmes management
- Provide guidelines for procuring marketing and advertising agencies to develop brand and tactical campaigns, and specialist roles of internal staff such as brand manager, digital marketer, business tourism manager, etc.
- Lead marketing campaigns to launch or re-launch new or existing tourism products / services / destinations
- Carry out regular programmes' reviews to assess results of campaigns

In order to ensure that the general tourism marketing management roles are executed as expected

Tourism information services framework:

- Provide guidelines for managing tourism information centres, including staff supervision and development, business and office systems management
- Determine minimum service standards for regional offices to ensure that quality services are in place to respond to day-to-day tourism enquiries
- Institute mechanism to regularly check and report to the CEO and the Board on the status of the marketing budget for tourism
- Lead and make presentations on tourism awareness or of new initiatives, to industry, community and interest groups
- Establish liaisons and build close relationships with the media to promote tourism, and encourage community involvement and awareness

In order to ensure the all-encompassing approach to destination information services at regional levels

Oversee Convention Bureau:

- Develop strategy and implementation plan to help increase the province's high-yield business tourism market
- Develop framework to provide information and assistance to meeting and incentives planners, the media, corporates and association buyers who show an interest in each of the province's regions / districts
- Provide standard bidding support material, venue and accommodation sourcing, use networks to gain local association and promotional support
- Use extensive list of key stakeholders, such as airlines, hotels, venues, tour operators and government protocol offices to build capability to deliver quality services to interested parties

In order to ensure the establishment and operation of a successful convention bureau for the province

Human resources planning and management:

- Determine staffing requirements for Divisional programme delivery
- Oversee the implementation of the human resources policies, procedures and practices including the development of job description for all staff
- Establish a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations
- Recruit, interview and select staff that have the right technical and personal abilities to help further the Division's objectives
- Ensure that all staff receives an orientation to the Division and that appropriate training is provided
- Implement a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review
- Coach and mentor staff as appropriate to improve performance
- Discipline staff when necessary using appropriate techniques; release staff when necessary using appropriate and legally defensible procedures

In order to ensure appropriate planning and management of human resources

Financial planning and management:

- Work with staff, CFO, CEO and the Board to prepare a comprehensive budget to secure adequate funding for the operation of the Division
- Approve expenditures within the authority delegated by the Board or CEO
- Ensure that sound bookkeeping and accounting procedures are followed
- Administer the funds of the Division according to the approved budget and monitor the monthly cash flow of the Division
- Provide the CEO and Board with comprehensive, regular reports on the programme expenditures of the Division
- Ensure that the Division complies with all public financial legislation

In order to ensure proper planning and financial management for the Division

Stakeholder relations / advocacy:

- Communicate with stakeholders to keep them informed of the work of the Division, and identify changes in the tourism community
- Establish good working relationships and collaborative arrangements with tourism community groups, politicians, and other organisations to help achieve the goals of the Agency

In order to ensure strong stakeholder relations with tourism community groups

Risk management:

- Identify and evaluate risks to the Division's people (clients, staff), property, finances, goodwill, and image and implement measures to control risks
- Ensure that the Agency carries appropriate and adequate insurance coverage for people and assets
- Ensure that the Board and staff understand the terms, conditions and limitations of the insurance coverage

In order to ensure proper risk mitigation for the Division

Digital marketing:

- Social media marketing: oversee development of a distinct online presence by attracting high numbers of tourists through social media channels such as Facebook, Twitter, YouTube and Instagram.
 - Search engine optimisation (SEO): oversee development of strategies to increase the number of visitors to a website by achieving high-ranking placements in search results
 - Pay-per-click (PPC) campaigns: oversee sponsored online advertising paid for by the Agency to appear alongside non-paid search results
 - Mobile marketing: oversee app-based, in-game, location-based and SMS marketing
 - Affiliate marketing: oversee the creation of a platform to allow tourism entrepreneurs (affiliates) to sell products / services / destinations on the Agency's website
- In order to ensure key digital marketing duties are carried out

Perform any other related duties as instructed by the Chief Executive Officer

Notes:

Applications, together with a concise CV, certified copies of certificates and ID copy and drivers licence can be emailed to LTArecruitment@ledet.gov.za or hand delivered at ERF 92/688, Portion 2, Southern Gateway EXT 4, N1 Main Road, Polokwane for the attention of the Acting Chief Executive Officer.

No faxed applications will be considered.

All general enquiries should be directed to Mr. Sello Maleka at 071 370 0444

Closing Date: 04 April 2022

PLEASE NOTE: Appointable candidates will be subjected to personnel suitability checks-(Verification of qualifications ,criminal record checks and security vetting).

If you do not receive any response within three months, please accept that your application was not successful. The entity reserves the right not to make any appointment to these positions.