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WE HAVE EXCITING CAREER OPPORTUNITIES FOR:

PERMANENT POSITIONS

- **Executive Head: Destination Marketing and Events**
- **Executive Head: Tourism Strategic Services**

APPLICATION REQUIREMENTS

- Complete the online job application form and attach all relevant and updated documents (Certified Qualification/s/Certificates, ID, and CV).
- Applicants should take note that they can be required to provide proof of original documents during the selection process.
- You will be requested to provide a brief description of your work experience relating to the vacancy.
- Applicants with membership to professional bodies need to provide a membership number and expiry date.
- If you are an internal applicant, your employee number will be required.
- Applicants are advised to use Google Chrome when applying for CoJ positions.

DISCLAIMER


- The City of Johannesburg is currently recruiting and will not demand payment in any form for any job placement. All vacancies are advertised in newspapers and on the CoJ website.
- The City of Johannesburg applies the principles of employment equity as per the National legislation and policy guidelines and will consider designated groups in line with these requirements. We are an equal-opportunity employer.
- By submitting your application for a position at the City of Johannesburg, you are consenting that the personal information submitted as part of your application may be used for the purposes of the Recruitment and Selection and related process.
- However, registering your CV and/or receipt and acknowledgment of any kind shall not be an indication that your application will be successful and/or lead to employment.
- Any misrepresentation or failure to disclose material information on the application form or cv will automatically disqualify your application.
- The City of Johannesburg shall not be liable for any damage, loss, or liability of whatsoever nature arising from your use of the job opportunity section of this website.
- The City of Johannesburg reserves the right not to make an appointment.



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EXECUTIVE HEAD: DESTINATION MARKETING AND EVENTS

<u>Department:</u>	Johannesburg Tourism Company
<u>Branch:</u>	Destination Marketing and Events
<u>Designation:</u>	Executive Head: Destination Marketing and Events
<u>Remuneration:</u>	R 95 772.64 pm (basic salary, excluding benefits)
<u>Location:</u>	Sandton

Minimum Requirements:

- Grade 12 plus Bachelor's Degree in Tourism Management or Marketing or related field at NQF level 7;
- Minimum of ten (10) years extensive experience in a marketing / Public Relations communications managerial role, of which three (3) years should be at a senior management level.
- Code 08 (B) Driver's license.

Primary Function:

Key advocate for Johannesburg as a business and lifestyle destination brand. Develops the brand, marketing, advertising and communications strategies for operational execution, and develops plans on how to maximise the Johannesburg Tourism Companies execution of the strategies. This includes monitoring and management of the brand, communications, advertising and marketing plans in the market, focussing on advertising, media, digital and PR.

Key Performance Areas:

- Provide leadership and strategic direction to the Johannesburg Tourism Company (JTC);
- Develop and implement brand and marketing strategy;
- Develop brand and marketing content, best practice standards and guideline development;
- Execute brand and marketing strategy monitoring and performance evaluation;
- Drive stakeholder engagement and communication and Joburg leadership team participation (Collaboration);
- To ensure innovative planning and management;
- To effectively manage resources in line with strategic objectives;
- Provide for effective management approach of employees.

Leading Competencies:

- Computer Literacy – MS Office Applications (especial Ms Word, Power Point and Excel)
- Strategic planning
- Policy development
- Monitoring and evaluation;
- Finance/budgeting;



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- Human Resource;
- Planning and Management;
- Project management;
- Government systems;
- Stakeholder management;
- Contract management;
- Problem solving;
- Analytical;
- Report writing;
- Innovative.

Core Competencies:

- Knowledge of Municipal policies, frameworks, procedures and prescripts;
- Knowledge of Municipal Finance Management Act;
- Knowledge of Tourism policies and procedures;
- Mentoring and interpersonal relations;
- Knowledge of the national tourism strategy;
- Proven track knowledge on management of large project budget.
- Understanding and/or experience in government wide development programmes;
- Knowledge on Governance and Compliance;
- Knowledge of IDP and Budgeting process.

“All suitably qualified candidates are encouraged to apply and will be considered. The City of Johannesburg applies the principles of employment equity as per National legislation and policy guidelines and will consider designated groups in line with these requirements. Preference will be given to previously disadvantaged groups including those with disabilities. Appointments will be made in accordance with the approved Employment Equity Plan to promote its equitable representation in terms of race, gender, and disability.”

Please take note that only online applications will be considered. Please apply by using the following link below:

<https://share-eu1.hsforms.com/1iJPvUQvETAW9VC1kGpA9cAew554>

APPLY ONLINE VIA THIS LINK: www.joburg.org.za

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ENQUIRIES ONLY:

Contact Person: Sonwabiso Selana

Tel No: 011 407 7644

CLOSING DATE: FRIDAY, 05 APRIL 2024

Applicants are respectfully informed that, if no notification of appointment/response is received within six (6) weeks of the closing date, they must accept that their application was unsuccessful. By submitting your application for a position at the City of Johannesburg, you are consenting that the personal information submitted as part of your application may be used for the purposes of the Recruitment and Selection and related process. In terms of the Talent Acquisition Policy of the City of Johannesburg, you hereby consent to the following risk checks should your application be shortlisted:

- Credit Record,
- CV validation and
- Employment record verification,
- Criminal check, and
- Identity validation.



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EXECUTIVE HEAD: TOURISM STRATEGIC SERVICES

Department:	Johannesburg Tourism Company
Branch:	Tourism Strategic Services
Designation:	Executive Head: Tourism Strategic Services
Remuneration:	R 95 772.64 pm (basic salary, excluding benefits)
Location:	Sandton

Minimum Requirements:

- Grade 12 plus Bachelor's Degree in Tourism Management or Tourism Development related field at NQF level 7;
- Minimum of ten (10) years' experience in a tourism managerial role, of which three (3) years should be at a senior management level.
- Code 08 (B) Driver's License

Primary Function:

To ensure the coordination and development of amenities, facilities, products and infrastructure. To ensure enhanced transformation of the sector and tourism services. To oversee the provision of tourism sector support services. To oversee the provision of tourism research, policy, international relations and strategic sector partnerships. This role ensures the coordination and development of amenities, facilities, products and infrastructure to deliver quality visitor experiences and enhance citizen's well-being. This is achieved through the provision of coherent destination planning, investment promotion, tourism product and infrastructure enhancement and development, experience development and job creation. Key advocate for the brand: South Africa (as a business events destination); to develop the sales, bidding, and events strategies to create and drive business related travel/tourism opportunities locally and abroad and maximise the brand (SA) execution in support of the strategies. This also entails monitoring and managing the alignment of the various strategies to the various MICE (Meetings, Incentives, Conventions, and Exhibitions) channels within each of the key markets.

Key Performance Areas:

- Provide leadership and strategic direction to the Johannesburg Tourism Company (JTC);
- Create enabling environment for growth in the sector to achieve competitiveness;
- To ensure identification and implementation of interventions to stimulate domestic market to create experience and accessibility;
- To ensure implementation of training and development prioritized sector growth priorities;
- To ensure diversification and enhancement of tourism offerings for increased competitiveness;
- To ensure implementation of initiatives that improves visitor experience and enhanced tourism services;



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- To create infrastructure that supports future growth through integrated destination planning and tourism investments;
- Develop and diversify existing and potential tourism resources for increased competitiveness;
- Improve business tourism performance in Johannesburg to stimulate economic growth.
- To ensure job creation through EPWP tourism related interventions;
- To effectively manage resources in line with strategic objectives;
- Provide for effective management approach of employees.

Leading Competencies:

- Computer Literacy – MS Office Applications (especial MS Word, Power Point and Excel)
- Strategic planning;
- Policy development;
- Monitoring and evaluation;
- Finance/budgeting;
- Human Resource;
- Planning and Management;
- Project management;
- Government systems;
- Stakeholder management;
- Contract management;
- Problem solving;
- Analytical;
- Report writing;
- Innovative.

Core Competencies:

- Knowledge of Municipal policies, frameworks, procedures and prescripts;
- Business Acumen;
- Knowledge of Municipal Finance Management Act;
- Knowledge of Tourism policies and procedures;
- Mentoring and interpersonal relations;
- Knowledge of the national tourism strategy;
- Proven track knowledge on management of large project budget.
- Understanding and/or experience in government wide development programmes
- Knowledge on Governance and Compliance

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