

VACANCY BULLETIN: STC 001/2017

CITY OF JOHANNESBURG

SHORT TERM CONTRACT EMPLOYMENT - (STC)

The City of Johannesburg, Economic Development has the following short term contract opportunity for a period NOT exceeding three (3) months

The details are as follows:

1. **Department:** Economic Development
Branch: Tourism
Designation: Unit Head: Tourism
Workplace: Sandton Library, cnr West and Rivonia Road, Nelson Mandela Square

Experience/Skills/Educational Requirements

- B degree and post graduate qualification in Business Management or related/associated discipline (NQF level 8).
- Five (5) to eight (8) years' experience at Senior Management level in Tourism related industry.
- Strong Hospitality/Tourism industry knowledge.
- Sound marketing, advertising and brand management knowledge.
- Strategic and leadership skills.
- Creativity and innovativeness and flexibility.
- Change management skills.

Job Description:

Develop a comprehensive Tourism Strategy and Marketing and Branding Framework; Conduct sound research in the fields of branding to establish best practice standards and current trends, ensuring benchmarked and appropriate decisions are made regarding policy development and general management of marketing branding and events; Conduct targeted and considered marketing campaigns to maximize both local and international tourism; Provide an in-depth assessment and research strategy to identify leads for conventions and events to be hosted in Johannesburg; To position Johannesburg as a global MICE and Business Tourism destination; Prepare Bid proposals, coordinate and conduct bid presentations on behalf of the City of Johannesburg; Manage Human Resources to ensure a high performance culture.

An Application letter and a comprehensive CV should be submitted to Rirhandzu Maluleke, at rirhandzum@joburg.org.za, who can be contacted at (011) 703 5262

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MOOGSYN JONES
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