



## Sales and Marketing Manager

External Vacancy

<b>Reference number :</b> MAL-SM/11/24	<b>Package:</b> Market Related
<b>Directorate :</b> Sales and Marketing	<b>Location:</b> Maropeng a' Afrika Leisure
<b>Level:</b> Middle Management	<b>Post Date:</b> 22 November 2024
<b>Number of Posts:</b> 1	<b>Closing Date:</b> 29 November 2024
<b>Enquiries:</b> Ms Z. Masuku	<b>Tell:</b> (014) 577 9001

### Requirements:

- NQF 7 Qualification in Marketing, Business, Advertising or equivalent.
- Digital Marketing and designing (Graphic Designing, Web Designing)
- Proven experience of at least 5 years in sales and marketing roles, preferably within the tourism or hospitality sector.
- Exceptional knowledge of market trends, consumer behaviour, and digital marketing strategies.
- Strong leadership skills with the ability to manage a high-performance team.
- Demonstrated success in developing and implementing effective sales and marketing campaigns.
- Excellent communication and interpersonal skills. Proficiency in marketing software and analytics tools.
- Familiarity with Maropeng's mission, vision, and values is advantageous.
- The incumbent Must have experience in Social Networking and stakeholder engagement.
- Knowledge in the Tourism and Hospitality industry and the UNESCO world heritage sites will be an added advantage

### Duties:

- Sales and Marketing Strategy Development: Develop and implement comprehensive sales and marketing strategies aligned with Maropeng's goals
- Create and execute target-driven modules for achieving sales and marketing objectives,
- Identify and leverage new opportunities to enhance market presence and revenue generation.
- Stakeholder Engagement and Relationship Building: Build and maintain relationships with key stakeholders, including clients, partners, and vendors
- Represent Maropeng in engagements with stakeholders, ensuring alignment with organizational objectives and values
- Collaborate with stakeholders on joint initiatives and promotional activities.
- Advertising and Brand Promotion: Oversee all advertising efforts, ensuring brand consistency across channels

- Develop and implement marketing campaigns that increase brand awareness and attract target audiences
- Ensure availability of promotional materials and maintain a strong brand image.
- Team Management and Performance Development: Lead, motivate, and manage the sales and marketing team, setting clear goals and expectations
- Conduct regular training sessions to develop team skills and knowledge
- Implement performance management processes, providing regular feedback and performance reviews.
- Resource Mobilization and Project Funding: Identify funding opportunities for projects and manage the sourcing of external resources
- Collaborate with relevant departments to secure financial support for marketing and sales initiatives.
- Budget Management and Financial Oversight: Manage the budget for sales and marketing activities, ensuring cost efficiency and alignment with targets
- Monitor expenditures, report on financial performance, and adjust strategies to optimize returns.
- High-Level Presentation and Conference Attendance: Deliver high-level presentations on Maropeng's initiatives, products, and brand at internal and external events
- Attend industry conferences to build networks, explore market trends, and represent Maropeng's interests.
- Labor Relations and Team Leadership: Ensure compliance with labour policies, handling team-related issues effectively
- Foster a positive team environment, resolving conflicts and promoting collaboration.

#### APPLICATION INSTRUCTIONS:

- You are required to quote the vacancy and reference in which you are applying for in the email subject line **(SALES AND MARKETING MANAGER – SM/11/24)**.
- Attach the application form, cover letter and your resume. Resumes that do not have a cover letter and Application Letter will not be accepted.
- Should you not receive feedback of your application within a month after the closing date, please deem your application as unsuccessful.
- **NB! Hand delivered applications will not be considered.**
- It is the responsibility of our establishment to promote equity (race, gender, and disability) through the filing of this post with a candidate whose transfer /promotion / appointment will promote representatively in terms of the relevant Employment Equity plans and policies of Maropeng a' Afrika Leisure.
- **The organisation reserves the right not to appoint/fill this post.** women and people with disability are encouraged to apply.

Kindly submit your applications to:

Email: [careers@maropeng.co.za](mailto:careers@maropeng.co.za)

Tel: 014 577 9001