



**SOUTH AFRICAN NATIONAL PARKS
VACANCY: REGIONAL MARKETING MANAGER
PATERSON D3
CAPE CLUSTER**

Closing date: 1 February 2008

Cost to Company Remuneration Package R262 784.00 – R377 554.00 pa

A challenging vacancy exists for a Manager: Regional Marketing in the Cape Cluster (Agulhas, Bontebok, Table Mountain, Tankwa and West Coast National Parks). The successful candidate's responsibilities will include the following:

RESPONSIBILITIES:

- Manage Advertising and Marketing for the Cape Cluster
- Draft and implement Regional Marketing Plans
- Manage branding for the Region
- Liaison with regional tourism associations and other stakeholders
- Draw reports from tourism support structures, analyze them and put action plans
- Work closely with all parks of this region in executing product development strategies
- Manage marketing budget for the region

REQUIREMENTS

- Bachelor's degree or 3 years National Diploma in Marketing/Tourism plus 5 years experience in the marketing field.
- Computer literacy e.g. Ms-word, Excel, PowerPoint, Ms-Outlook and Internet
- Ability to communicate with a wide range of people and constituencies at all levels of society.
- Must be prepared to work long and irregular hours and travel
- Must have a sound organizational, administrative and negotiation skills
- Drivers license

Interested candidates who meet the above requirements should forward their applications and detailed Curriculum Vitae to the following address:

The Human Resources Manager

Mrs H Khan

P.O. Box 37

CONSTANTIA

7848

Fax: 021 762 6501

Email: tasneemd@sanparks.org

Candidates who have not been contacted within 14 days of the closing date may consider their applications as unsuccessful

**SANParks is committed to the principles of employment equity.
Preference will be given to PDI / HDSA**