

# Where the World meets Africa



ICC Durban (PTY) Ltd is the managing company for the Inkosi Albert Luthuli ICC Complex, which includes the International Convention Centre Durban (ICC), the ICC Exhibition Centre and the ICC Arena. The Durban ICC is one of the most advanced conferencing facilities in the world, having been voted Africa's Leading Conference Centre at the World Travel Awards for 13 years.



AFRICA'S LEADING MEETINGS AND CONFERENCE CENTRE - AS VOTED BY THE WORLD TRAVEL AWARDS

## DIRECTOR: MARKETING, SALES AND EVENTS (TG 22)

(A negotiable cost to company salary is offered based on experience/skills and qualifications)

The Durban ICC is calling for a suitable candidate to lead the Marketing, Sales and Events functionality at the Durban International Convention Centre by mapping out plans and compiling the strategic framework encapsulating key marketing interventions, managing performance levels and client relationships. This must include identifying new opportunities, developing and monitoring the adequacy and success of the Centre's branding initiatives and ensuring that the International Convention Centre is positioned in the local and global market as the preferred choice for the hosting of major functions and events, contributing positively to the economic success of the Republic of South Africa, KwaZulu Natal region and the organisation.

### Minimum Qualifications

- Bachelors Degree or Diploma in Marketing/Hospitality Management (NQF 7)
- Management qualification

### Experience and Knowledge required:

- Minimum 7 years experience within the Marketing, Sales, Events and Hospitality industry, at a Strategic level, preferably within an internationally recognised Convention Centre.
- Extensive experience in the sales, marketing and events
- Minimum of 7 – 10 years in a management position within the field
- Excellent command of English
- Excellent writing and communication skills
- Computer literacy (Microsoft Word, Excel, PowerPoint, Outlook, EBMS or similar operational system)
- Networking skills

### Attributes

- Excellent communication skills
- Excellent command of the English language both written & verbal
- Excellent Public Relations and Networking Skills
- Strong people management skills

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## AFRICA'S LEADING CONVENTION CENTRE

International Convention Centre Durban (Pty) Ltd

Directors: DM Madlala (Chairperson), SST Ngcobo, A Sewnarain, S Msomi, M Jackson, N Makelo, Z Zulu

ICC DURBAN (PROPRIETARY) LIMITED Reg. No. 1992/05887/07





- High tolerance for working under pressure
- Must have excellent attention to detail with a proven track record for delivering high quality work
- Must be self- motivated
- Must be a leader in the field
- Passion for the industry and sales target driven
- Computer literacy (Microsoft Excel, PowerPoint, Word and Outlook)

## **KEY PERFORMANCE/ MAIN ACTIVITIES OF THIS ROLE:**

- Interpret strategic organisational objectives, legislative requirements, industry trends and developments, and align business to best practice models
- Formulate and submit business plans prioritising key performance areas in accordance with departmental, organisational and legislative objectives
- Researches, investigates and evaluates current market trends and concepts associated with the conferencing industry and formulates strategic plans for the functionality of the marketing and sales department.
- Prepare CAPEX budget in line with marketing and sales requirements
- Representing the organisation at external functions and events and communicates information to individuals with a view to developing relationships
- Manage and monitor expenditure via the EBMS system (approve invoices and requisitions against financial measures)
- Analyses and formulates the marketing and sales budget and controls revenue and expenditure.
- Oversee planning and requisition of human resources with management team
- Manage performance of direct subordinates and review performance management reports across all levels
- Prepares and presents relevant reports to support the strategic decision making processes of the organisation with particular focus on business conversion.
- Makes a positive contribution to the growth in sales revenue resulting in the positioning of the Centre as a preferred destination for international and national conferences, exhibitions and events.

## **APPLICATIONS**

***The Durban ICC is committed to Employment Equity and particularly welcomes applications from suitably qualified Historically Disadvantaged Individuals (HDI). Preference will be given to suitable candidates who will best assist the ICC in addressing its current transformational needs. People who are differently abled are encouraged to apply***

Applications must reach the Human Resources Department , Durban ICC, PO Box 155, Durban 4000 or 45 Bram Fischer Road, Durban 4001 or via e-mail: [recruitment@icc.co.za](mailto:recruitment@icc.co.za)

Closing date for the CV submissions is **DATE: 12 July 2017**

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Applicants who do not meet the minimum requirements will automatically be disqualified.

Applicants who have not been contacted 30 days after the closing date should consider themselves unsuccessful.

Applicants with criminal records will be required to declare such records with the full understanding that certain criminal activities may be considered to be incompatible with employment by the Durban ICC.

A handwritten signature in black ink is written over a horizontal line. The signature is highly stylized and cursive, with a small mark resembling a question mark or a flourish to the right of the main signature.

**Director Human Resources**

**Date: 27 June 2017**

