

The Eastern Cape Parks and Tourism Agency (ECPTA) was established in terms of the ECPTA Act (Act no. 2 of 2010) and is a Schedule 3c Provincial Public Entity, with a vision to be: “A province where Biodiversity Conservation and Tourism Management underpin sustainable development,” aligned with the mission: “to be the premier entity for managing biodiversity and tourism”.

EXECUTIVE DIRECTOR – DESTINATION DEVELOPMENT

Centre: Head Office (East London)

Salary: Level E1 (Salary negotiable commensurate with experience)
(5- year contract position – cost to company package)

Purpose

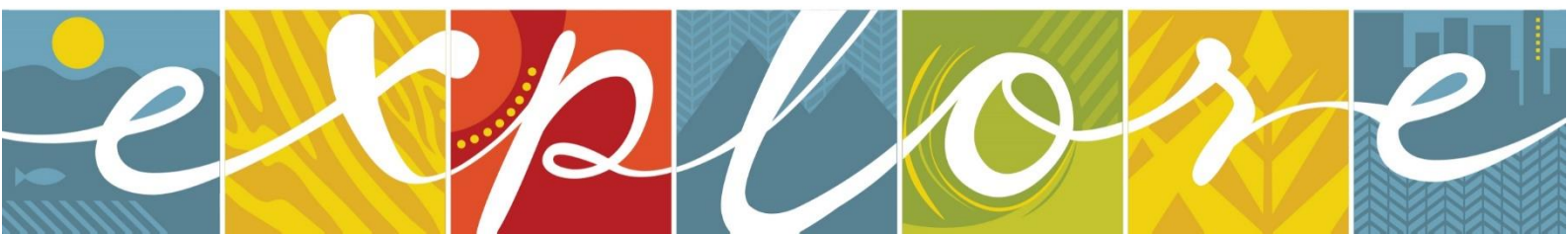
Reporting to the CEO, the Executive Director: Destination Development shall be responsible to provide strategic leadership towards achievement of responsible destination development and tourism for the benefit of current and future generations. To guide the Agency in relation to tourism industry support, reserve tourism development, biodiversity economy, commercialisation, and stakeholder support.

Requirements

- Minimum three (3) year tertiary qualification plus a relevant Masters’ Degree or a qualification in Business Management / Tourism.
- A minimum of 10 (ten) years relevant experience.
- 5 (five) years relevant experience at senior/executive management level in the management of eco-tourism, and/or commercial operations.

Competencies and Skills Required

- Conceptual thinking
- Analysis and problem solving
- Judgement and decision making and Information seeking
- Developing relationships
- Financial Management
- Negotiation Skills
- Analytical Thinking
- Outstanding Communication, written, oral and proactive
- Organising and prioritising, Planning and Initiating



Key Performance Areas

- **Tourism Development** - Lead the strategic direction of tourism industry and product support offered by the ECPTA in support of the Agency's strategic outcomes and relevant national and provincial legislation.
 - **Biodiversity Economy Establishment** – Provide strategic direction and direct the management of ECPTA's Game Industry Transformation programme.
 - **Stakeholder Engagement** - Identify, build and nurture, trust and collaborative relationships with key partners, internal and external stakeholders.
 - **Commercialisation of on-reserve activities and facilities** – Direct the commercialisation of selected ECPTA-owned facilities by communities or private sector investors. Guide the commercialisation of biological products and services from ECPTA's own operations in order to increase the level of income accrued to the ECPTA within the mandate of the ECPTA as contained in the Act.
 - **Financial Management** – Critical review of the monthly reporting and analyse and investigate and / or action all areas of discrepancy. Responsible for departmental budget preparation and ownership of adherence to budget.
 - **People Management** – Responsible for strategic planning of human resource capabilities-technical and leadership structures to ensure alignment with the business strategy. Ensure an effective and efficient organisational structure for the Destination Development's Department is in place to achieve the organisational objectives.
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NB: In line with the Employment Equity Policy of the Eastern Cape Parks & Tourism Agency, preference will be given to suitable candidates from the designated groups. Shortlisted candidates will be subjected to vetting and a competency assessment where applicable.

Closing Date: 12 July 2020

Please forward your application to: recruitment9@ecpta.co.za

- 1) Please submit a comprehensive CV.
- 2) Applications received after the closing date and/or those submitted to an address not listed above will not be considered.
- 3) If you do not receive a response within 60 days, please consider your application as unsuccessful.

The ECPTA reserves the right not to fill any advertised position.

