



VACANCY | RIEBEEK VALLEY – TOWN TOURISM OFFICER

Swartland Tourism NPC is seeking a vibrant and customer-focused individual to become part of our team as the Tourism Officer in the Riebeek Valley region, stationed in our office in Riebeek Kasteel. As a non-profit organisation, Swartland Tourism is dedicated to promoting and showcasing the Swartland municipal area ("Swartland") as a top-choice destination for tourists.

MAIN PURPOSE OF THE JOB

- Report to the Swartland Tourism Manager in accordance with the Memorandum of Incorporation (MOI).
- Manage the Tourism Information Office in an effective manner as stated in the job description, including the supervision of the office staff and development of a monthly work schedule.
- Manage operations of the tourism arts and craft store, including sales and conducting inventory.
- Assist the Tourism Manager with the marketing and tourism development in the Swartland region and town projects as required.
- Promoting new and existing tourist attractions.
- Work in close collaboration with the Town Advisory Committee and execute approved town-based projects.
- Perform duties as secretary for meetings, including taking and writing of minutes.
- Enrol new members, maintain membership records, and interact with current members.
- Keep statistics on visitor information and tourism enquiries, as well as visitors to the Valley.
- Write monthly reports.
- Create drafts for social media posts.
- Work on weekends, public holidays and after hours/overtime, when necessary.

JOB REQUIREMENTS

- Proficient in reading, writing, and speaking in both Afrikaans and English.
- Computer literacy in programs such as MS Word, Excel, and PowerPoint.
- Capable of working independently and collaboratively as part of a team.
- Possesses strong interpersonal, communication, organisational and project management skills.
- Excellent customer service skills, and an understanding of visitor needs and of tourism industry principles.
- Ability to liaise with local stakeholders and the wider community, and the tourism industry.
- Experience in social media marketing and event organisation.
- Proficient in budget management and financial skills.

QUALIFICATIONS & EXPERIENCE

- Appropriate tertiary qualification.
- Tourism experience and knowledge of the Riebeek Valley region will be to your advantage.
- Own a motor vehicle and have a valid motor vehicle license (Code B).
- Have own cell phone.

If you meet the above requirements, please apply by sending a cover letter and detailed CV to: Lizelle Carstens marketing@swartlandtourism.co.za before or on **May 17, 2024**. Kindly incorporate your salary expectations and your proposed start date in your cover letter.

Swartland Tourism NPC Registration number: 2022/321947/08

1 Church Street, Malmesbury, 7300 +27 (0)22 487 1133 swartland@cornergate.com www.swartlandtourism.co.za

Yzerfontein

Hello Darling

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& Koringberg

Riebeek Valley

Malmesbury