



Chief Marketing Officer

CAPE TOWN, SOUTH AFRICA

Key Responsibilities

The CMO – a Singita future brand architect - will sit on the Singita Executive Team reporting into the CEO. The purpose of this role is to play a pivotal role in shaping & executing the Singita commercial and brand strategy. This position requires a dynamic individual with a deep understanding of marketing strategy, solid business acumen and coupled with expertise in sales.

- This role requires a futuristic and highly strategic approach in the luxury travel, ecotourism and conservation space. The CMO will be pivotal in the brand positioning, using strategic insight into leveraging innovative marketing strategies, modern technologies and impactful storytelling.
- Brand Evolution through crafting and a future-forward brand strategy that positions Singita as the pioneer in luxury eco-tourism and drives the conservation ethos.
- Strategic Partnerships: develop strategic alliances to amplify our reach and impact while fostering relationships with global luxury travel networks and influencers.
- Data-Driven Insights: utilize data analytics and consumer insights to inform strategies, personalize guest experiences, and measure the effectiveness of marketing initiatives. Lead market research efforts to identify emerging trends and opportunities.
- Inspirational leadership: build and mentor a high-performing, cross-functional & diverse team that thrives on creativity, innovation, and passion for our conservation purpose. Foster a culture of continuous learning and development.
- Sustainability leadership: present as a vocal and visible leader in sustainability, ensuring that all marketing strategies align with our conservation values and contribute to our sustainability goals.
- The CMO takes creative direction from the Group Head of Creative Direction in ensuring strategy alignment.
- This position works closely with the sales and revenue teams to ensure marketing & sales objectives are aligned.
- Utilize market research to identify and forecast trends, opportunities and areas for growth.
- Leveraging skills set to influence PR & media on key, futuristic Singita strategies. Setting the Singita brand apart through continuous innovation.
- Stay abreast of industry trends, competitor activities and relevant insights and apply and translate data and information into sales and marketing initiatives.
- Drive guest acquisition and retention strategies.
- Monitor and analyse sales and marketing performance metrics with the ability to interpret and adapt strategies as may be required in order to optimise results in a dynamic environment.

To apply email your CV to SMCcareers@singita.com or visit:

www.singita.com/about/careers



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Skills & Experience

- Relevant tertiary / academic qualification/s.
- Minimum of 15 years relevant experience, in leadership roles, within the luxury hospitality industry.
- Sales experience and network, ideally in the luxury hospitality industry.
- Sound business acumen and the ability to apply strategic vision in the commercial context.
- Working knowledge and understanding of how to best leverage technology to enhance efficiencies and innovation.
- A visionary individual who will lead our brand into a dynamic future.
- Strong understanding & working experience of sales processes and techniques within the global luxury hospitality sector.
- Holds a keen eye for detail and is relentless in the pursuit of world class standards of excellence.
- Hands-on and dynamic approach
- Understands luxury and sophistication.
- Proven track record of developing and implementing forward-thinking marketing strategies that have significantly impacted brand positioning and growth.
- Deep understanding of digital marketing ecosystems, emerging technologies, and how they can be leveraged to enhance brand visibility and engagement.
- Strong leadership skills, with the ability to inspire and cultivate talent within a diverse and creative team.
- Passionate advocate for conservation and sustainability, with a desire to integrate these values into the core of our marketing strategies.
- Excellent communication and interpersonal skills, capable of building relationships with key stakeholders, partners, and global media.
- Willingness to travel internationally to Singita properties and key markets.

Singita is an equal opportunity employer and welcomes applicants from all backgrounds who meet our requirements.

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