ETN ENJOY TRAVEL NAMIBIA

ENJOY TRAVEL NAMIBIA, **an equal opportunity employer has the following vacancy for a dynamic and energetic person with Namibian Citizenship.**

EXECUTIVE DIRECTOR - ETN ENJOY TRAVEL NAMIBIA (PTY) LTD
Paterson Grade: C4
Duty Station: Windhoek

Job Purpose

The Executive Director is responsible for leading the strategic and operational growth of Enjoy Travel, a tourism platform connecting travellers with accommodation and travel experiences across Southern Africa. The role focuses on business development, growing and managing the partner network, driving bookings and revenue, developing effective marketing campaigns, and building strong relationships with clients and industry stakeholders.

The Executive Director will also oversee tourism initiatives, events and promotional activities, collaborating with associated media platforms, including television productions and publications, to strengthen Enjoy's brand and promote tourism. Digital platforms and technology will support these objectives by improving efficiency, customer experience and commercial performance.

Minimum Qualifications, Education & Experience

- A relevant bachelor's degree in Business Management, Tourism, Marketing, Communications or a related field, or an equivalent combination of qualifications and relevant experience.
- Demonstrated experience in tourism, hospitality, business development, marketing or a related industry.
- A strong understanding of the tourism industry, partnership development and tourism best practices.
- Experience in developing and implementing marketing strategies, particularly digital marketing initiatives.
- Excellent communication, negotiation, collaboration and leadership skills.
- Ability to work in a fast-paced environment and manage multiple priorities effectively.
- Strategic thinking and the ability to translate organisational objectives into actionable plans.

- Experience in budget management and resource allocation.
- Experience in a cross-functional or matrix organisation would be an advantage.

Skills & Competencies

- Strong business development, relationship management and networking skills.
- Understanding of online platforms, digital marketing, social media and online booking processes.
- Ability to identify commercial opportunities that increase partner value, customer engagement and bookings.
- Experience in budget management, supplier engagement and negotiations.
- Ability to collaborate effectively with tourism partners, media teams and associated companies.
- Awareness of tourism trends, digital tools and emerging technologies.
- Willingness to travel occasionally, as required.
- Flexibility, adaptability and a commitment to continuous improvement.

Key Performance Areas

- Strategic Leadership and Business Development
- Partner, Network Growth and Relationship Management
- Marketing, Brand Development and Booking Growth
- Operational and Financial Management
- Digital Platform and Technology Optimisation
- Tourism Campaigns, Events and Media Collaboration
- Performance Evaluation and Reporting

Duties & Responsibilities

- Develop and implement strategic plans that support Enjoy's growth, sustainability and commercial objectives.
- Identify opportunities to expand Enjoy's reach, partner network, markets and services.
- Drive innovation and identify practical ways to improve business performance and operational efficiency.
- Oversee the day-to-day operations of Enjoy, ensuring alignment with organisational goals and industry best practices.

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- Manage budgets, expenditure and resource allocation effectively.
- Ensure compliance with relevant organisational policies, contractual obligations and applicable industry regulations.
- Grow and maintain Enjoy's network of tourism and hospitality partners across its operating markets.
- Build strong relationships with accommodation providers, tourism organisations, industry stakeholders and commercial partners.
- Strengthen partner engagement and identify opportunities that encourage participation, retention and bookings.
- Develop and oversee marketing strategies and campaigns that increase brand awareness, drive online engagement and generate bookings through the Enjoy platform.
- Coordinate digital marketing, social media campaigns, tourism promotions and events.
- Collaborate with associated media platforms, including television productions and publications, to create promotional opportunities and strengthen Enjoy's visibility.
- Monitor marketing performance and recommend improvements to increase engagement and commercial results.
- Evaluate and implement cost-effective digital solutions that improve the functionality and user experience of Enjoy's online platform.
- Identify opportunities to use automation and emerging technologies, including artificial intelligence, where these provide practical business benefits.
- Work with relevant teams and service providers to improve platform performance, efficiency and usability.
- Collaborate with associated companies and senior leadership to align Enjoy's initiatives with broader organisational objectives.
- Liaise with external partners, tourism organisations, media teams and industry experts to develop collaborative opportunities.
- Promote a culture of professionalism, creativity, accountability and continuous improvement.
- Establish and monitor key performance indicators (KPIs) to measure partner network growth, marketing effectiveness, bookings, revenue and operational performance.
- Evaluate the effectiveness of campaigns, systems and processes, identifying areas for improvement.
- Provide regular reports and recommendations to senior management to support informed decision-making and resource allocation.

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Interested candidates who qualify for the above position can forward their CV with certified copies of qualifications and relevant documentation to:

The Human Resources Department - E-mail: vacancies@nmh.com.na. Please write "**Executive Director: ETN – Paterson Grade: C4** " in the subject line.

Please note: Only shortlisted candidates will be contacted. No documents will be returned.

Closing date: 13 November 2026