

Chief Strategy and Marketing Officer

Job Description

Role Purpose

The Chief Strategy and Marketing Officer (CSMO) will lead the implementation of ATTA®'s organisational strategy and turn market opportunities into propositions, plans and measurable results.

The CSMO will lead Strategy, Marketing and Market Activation, strengthening ATTA®'s brand, membership value and commercial growth. They will develop the frameworks that connect strategic priorities to decisions, accountability and delivery across the organisation.

Reporting Line

The role reports to the Chief Executive Officer and forms part of the senior leadership team. It provides strategic, marketing, membership and transformation reporting to the CEO, and to the Board as required, through agreed governance channels.

Key Responsibilities

Strategy Execution

- Translate ATTA®'s agreed strategy into delivery plans with clear priorities, milestones, ownership, budgets and measures of success.
- Develop practical strategic, operating and performance frameworks that help teams make consistent decisions and track delivery.
- Work with the CEO and functional leads to align activity, resolve barriers and keep implementation on track.
- Use member, market and performance insight to identify opportunities and recommend where ATTA® should invest.
- Report progress, risks and results to the executive team and Board.

Membership Growth and Value

- Lead the development and market launch of ATTA®'s membership propositions and tiers.
- Work with the CCO to improve acquisition, engagement, retention and member value.



- Identify and assess opportunities for new products, partnerships, sponsorship and other income that support ATTA®'s purpose.
- Develop the proposition and commercial case for viable opportunities, then lead their go-to-market plans.
- Establish effective lead generation and nurturing across core membership, strategic and leadership tiers, partnerships and other commercial opportunities.

Brand and Marketing

- Own ATTA®'s brand strategy, positioning and integrated marketing plan.
- Lead campaigns, content and digital activity that build ATTA®'s global profile, generate demand and support conversion.
- Develop go-to-market plans for membership, products and services, with defined audiences, launch activity and success measures.
- Work with the CIO and policy team to bring research, insight and advocacy to relevant audiences.

Digital and Data

- Lead improvements to the website, CRM, marketing automation and member journeys.
- Work with Operations and other functions to improve data quality, system use and reporting.
- Use data and member feedback to improve experience, conversion and the effectiveness of marketing investment.

Executive, Team and Budget Leadership

- Build, lead and develop the Strategy, Marketing & Market Activation team, with clear roles, objectives and accountability.
- Recruit, coach and manage team members as the function grows.
- Own the function's budget and make investment decisions within agreed organisational authority.
- Manage agencies and suppliers against agreed objectives, budgets and performance measures.
- Advise the CEO and Board on strategy delivery, commercial opportunities, market position and results.

Experience and Knowledge

- At least 15 years relevant experience, including significant senior leadership responsibility across strategy execution, strategic marketing and commercial growth.
- A proven ability to identify opportunities, develop a commercial strategy and lead its execution to measurable results.
- Experience developing and implementing strategic, operating or performance frameworks that improve organisational alignment and accountability.
- Experience in a membership, association or comparable subscription based organisation, including member growth, engagement or retention.
- A track record of developing, positioning and launching products, services or membership propositions.
- Strong B2B experience and the ability to work with government, public sector and senior industry stakeholders.
- Substantial experience in travel, tourism or the wider visitor economy, including international brands, partners or markets.



- Experience building and leading teams, managing budgets and delivering change across functions.
- Demonstrable success in brand strategy, integrated marketing, lead generation and go-to-market delivery.
- Experience improving CRM, digital journeys, data quality and performance reporting.
- The judgement and credibility to advise a CEO and board while remaining close to execution.

Desirable Experience

- Experience across African and international tourism markets.
- Experience introducing or transforming a tiered membership model.
- Experience developing commercial partnerships or sponsorship propositions.
- Experience in membership associations preferable or desired.