



advanced kitesurfing school - Cape Town - www.kitekahunas.com

Kitekahunas
Advanced Kiteboarding School (Pty) Ltd.
24 Albus Drive
Sunset Beach, Cape Town 7441
South Africa
Fax +27 (86) 607 5575
eMail [info \[at\] kitekahunas.com](mailto:info@kitekahunas.com)

Advanced Kiteboarding School (Pty) Ltd. 24 Albus Drive Sunset Beach 7441 South Africa

Cape Town, Sunset Beach, 3rd January 2017

Kitekahunas - Advanced Kitesurfing School - located in Sunset Beach and Table View, Cape Town, South Africa offers 2 weeks advanced wave kitesurfing camps (wave kitesurfing camps and wave kitesurfing courses) and 2 weeks beginners kitesurfing crash courses, from zero to hero, with beginners advancing within 2 weeks from complete beginners to fully independent kitesurfers. Our customers are mainly from Europe, Middle East, Americas and South Africa. Our season is beginning of October until end of March. You can find more information on what we do at www.kitekahunas.com

We are looking for a

Manager – Kiteboarding School and Kitesurfing Station

starting on 15th January 2017 or earlier. You will be employed either on a full-time basis (all year round) or only during our season (starting on 1st Oct until 30th March each year). If you prefer to work all year round, you will do marketing during our off-season. Mainly innovative marketing projects in new media / social media / online marketing.

Next to managing the kitesurfing school and station, the manager will also have duties within SLINGSHOT South Africa, which includes at least advice and selling of kitesurfing equipment to KITEKAHUNAS' customers.

The manager should be looking for a long-term arrangement, for at least 3 years or longer. Our season is every year from October until March. During the off-season (if you prefer to work during that time) most work can be done remotely (e.g. online marketing work, answering customer enquiries via email, ... So you are relatively free to travel during that time or work at another kitesurfing school).

The salary will consist of a base package and a performance related portion (i.e. sales commission for selling courses, wave camps, and equipment to our customers). Further, the manager will have within his package a "lifestyle component", i.e. kitesurf with us on almost every day (e.g. participate in the wave camps). Transport to our various kitesurfing spots and transport from wave downwinders several times a week is included.

A well performing manager should expect a monthly salary of R 14.000-20.000 or more.

We work all days during season (so there are no week-ends, no public holidays and no holidays), off-time are only no-wind-days. Holidays and overtime leave has to be taken during off-season (April -September each year).

The task are more specifically:

- Leading the entire team, instructors, interns, drivers, etc.
- Conduct and lead regular team meetings.
- Sales work: Respond to enquiries by potential customers and sell wave camps and courses.
- Check free accommodation with our partners and match them to the customer enquiries (we will have several accommodations around the kitesurfing school, from budget to medium to luxury, ... and several business partners providing them).
- Check-in students, issue invoices, accept payments, do the paper work with them, handing them over to the instructors.
- Decide on a day-to-day basis about the programme of the day, in the morning (dependent on wind and swell) and advise instructors / inform students.
- Marketing for KITEKAHUNAS and Slingshot South Africa. In particular online marketing and new/social media marketing. Also of our wave kitesurfing tutorial films (KITEKAHUNAS – Learn Wave Kitesurfing, which you can watch on YouTube).
- Sometimes creating ads, flyers, posters ... with Photoshop.
- Issue management and trouble shooting.
- Sell Slingshot and other best-of-breed equipment to students and other customers.
- Organising demo days and downwinders for customers to test equipment, ...
- Help to develop and support the Dealer network for Slingshot.
- Develop and implement sales strategies and sales channels for Slingshot.
- Marketing of our offering towards re-sellers, travel agencies, sport tour operators.
- Driving of our company car or microbus.
- Supervise the maintenance of our schooling equipment (kites, bars, boards, radios and helmets), daily course briefings, keep and control time sheets for our staff, maintenance and management of our teaching materials (radios and equipment, kites, boards, rental kites, other equipment), so that things are always in good order, and to guide our staff in this respect.
- Other.

Help to supervise our Intern “Online Marketing” on the following tasks.

- Photo shoots and compilation of photos for our students to take home.
- Photo and video shoots and prepare photos/video feedback for our instructors.
- Facebook marketing.
- Online Marketing in Forums, web sites, Google Adwords.

- Newsletter Marketing.
- Continuous improvement of our offering and positioning.
- Interviewing of guests after their courses with us to collect their feedback.
- Obtain and compile reports from guests for our Facebook page.
- Sometimes creating ads, flyers, posters ... with Photoshop.
- Other

It will take several months to train the Manager on the job. For foreigners, it will be significant effort and cost to get a work permit for the manager in South Africa. Therefore, in order to justify this investment, we would like to have somebody in this position who sees it as a long term career and who wants to stay for at least three years or longer.

You should ideally have the following skills, or readiness to acquire these skills before or at the beginning of your job:

- You have to be a kitesurfer.
- Possibly experience as manager of a kite school, kite station, or any other hospitality business (hotel, restaurant, sports school, ...)
- MS Word, Powerpoint, Excel, basic skills
- Photoshop or a similar image editing programme, basic skills
- Dreamweaver (HTML web sites editing), basic skills
- Experience in social media marketing (Facebook).
- Outlook Express or Win Mail email programme
- Editing of self produced movies, basic skills
- Drivers licence

About Cape Town / South Africa

Apart from kitesurfing, Cape Town is one of the world's top holiday destinations with hundreds of attractions to visit, beautiful people and sizzling nightlife. It has been elected by normal holiday-makers often as the top travel destination in the world.

In Kitesurfing: Cape Town is considered to be the world's kitesurfing capital, and the Mekka of wave kitesurfing. Many kiteboarding Pro's are training here during our season. There are also lots of social activities amongst kitesurfers and competitions to meet these people. Cape Town is one of the top holiday destinations in the world!

Please expect the following expenses

Living: You will need to arrange your own room or apartment close to us, usually in Tableview/Blouberg area (we can help you). Rent is typically around R 3000-4500 per month for a room or apartment. You may alternatively stay in a backpacker or kitesurfing guest house in Tableview.

Food: Expect for meals in restaurants between R 100 (pizza with beer) and R 200 (steak with wine or sushi with wine).

Transport: We have the new tramway bus running from Table View directly to Cape Town CBD and Greenpoint. This will cover most of your transport needs. Should you require a rented car, you can arrange on your own or share with other staff. Prices are around R 3500-4000 per month for long-term rental.

We offer a long-term opportunity for you.

Please send your application letter, CV and at least one reference to info [at] kitekahunas.com

P.S.: For foreigners: When looking at the above Rand figures, please note that you cannot just apply the exchange rate into EUR or USD, as the buying power of the Rand in South Africa is much higher than when you exchange it into EUR or USD and purchase in Europe or US. The offered payment is in line with the market. Average salary here for an employee is about 4k-8k Rand per month. A professional earns R 12k or more.