BirdLife SOUTH AFRICA
Giving Conservation Wings

EMPLOYMENT OPPORTUNITY

Avitourism Project Officer

BirdLife South Africa is seeking to recruit a motivated and organised **Avitourism Project Officer** to support the implementation and growth of its internationally recognised Avitourism Project. This exciting position offers the opportunity to contribute to conservation and community development by helping to strengthen South Africa's birding tourism sector and support a network of passionate bird guides, tourism partners, and birding enthusiasts.

The incumbent will be committed to BirdLife South Africa's mission and vision, and will play a central role in coordinating the day-to-day operations of the Avitourism Project and ensuring the effective administration of several key avitourism initiatives. These include the GoBirding platform, the South Africa Listers' Club, the Recommended Member Network, and BirdLife South Africa's network of Accredited [Community] Bird Guides ("ABGs").

BirdLife South Africa, based in Johannesburg, South Africa, is one of the largest and most active non-governmental conservation organisations in South Africa and the South African partner of BirdLife International, which operates through partners in more than 120 countries and territories worldwide. The BirdLife Partnership is the leading, internationally acclaimed authority on birds and their habitats, and issues that affect them.

More information is available from *www.birdlife.org.za*

PRIMARY RESPONSIBILITIES

The Avitourism Project Officer will be responsible for maintaining and enhancing the GoBirding platform, coordinating communications with ABGs, Recommended Members, and partners, and ensuring that information is accurate, current, and effectively managed. The role will also support the coordination of training, mentorship, and continuous professional development opportunities for the organisation's ABGs, helping to strengthen their skills, professionalism, and access to economic opportunities.

A key component of the position will also involve providing direct oversight and support by monitoring and maintaining compliance records, qualifications, permits, and other documentation for all ABGs, as well as supporting monitoring, evaluation, and reporting processes across the project. The incumbent will assist with the planning and coordination of avitourism events, workshops, and stakeholder engagements, while also contributing to project reporting, fundraising support, and the implementation of strategic project objectives.

This position is ideally suited to an individual who can combine strong administrative and organisational skills, excellent interpersonal skills, a passion for conservation, tourism, and community development, and the flexibility to handle both administrative and field-based work objectives. The incumbent should be comfortable managing multiple priorities, engaging diverse stakeholders, and contributing to a dynamic, growing project that uses birding tourism to advance conservation and sustainable livelihoods.

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INHERENT REQUIREMENTS

The inherent requirements for the position are:

- Relevant tertiary qualification in tourism, hospitality, nature conservation, or a related field.
- NQF2 or NQF4 Nature Site Guide qualification, or equivalent, recognised by both FGASA and CATHSSETA.
- Valid National Department of Tourism (NDT) Registration.
- Valid First Aid Certificate: Minimum of Level 1 Basic First Aid (experience in Wilderness First Aid is favourable).
- A demonstrable and extensive knowledge of South Africa's birds, habitats, and birding hotspots.
- At least 3 years of experience in project coordination and administration, stakeholder engagement, training and education, tourism and hospitality, conservation, or a similar environment.
- Proficiency in Microsoft Office and cloud-based collaboration tools.
- Strong organisational, administrative, and time-management abilities.
- A valid driver's license.
- Strong organisational and interpersonal skills.
- Fluency in English and at least one other recognised South African language.
- South African citizen or permanent resident, based in the vicinity of Johannesburg (Gauteng), or willing to relocate.

Please note that the relevant skills and competencies will be assessed as part of the recruitment and selection process.

RECOMMENDATIONS

- An intricate understanding of and integration within the South African birding community.
- Experience managing multiple social media and communications platforms, including WhatsApp, Instagram, X/Twitter, LinkedIn, Facebook, and YouTube.
- Good sense of professionalism, proactiveness, creativity, and innovation.
- Good communication, organisational, and social skills.
- Strong attention to detail, the ability to manage multiple priorities effectively, and the ability to adapt to last-minute changes.
- A passion for conservation and the study of South Africa's natural heritage.
- A passion for tourism and the development of South Africa's avitourism industry.
- A passion for people, livelihoods, and community-based conservation practices.
- The ability to work both independently and contribute positively within a collaborative team environment.
- Demonstrable knowledge and understanding of both citizen science tools and data collection methods used within birding, especially those that contribute toward the 2nd Southern African Bird Atlas Project (SABAP2) and the Cornell Lab of Ornithology's Macaulay Library.

GENERAL

LOCATION: The position is based in Johannesburg, Gauteng, where the incumbent will be based at BirdLife South Africa's Head Office, Isdell House, situated at 17 Hume Road, Dunkeld West.

REPORTING STRUCTURE: The incumbent will report directly to BirdLife South Africa's Avitourism Project Manager.

HOURS: The nature of the position may require the incumbent to occasionally work after hours and on weekends, as well as to undertake periods of travel.

Additional requirements include:

- A clean criminal record; and
- Contactable professional references.

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REMUNERATION

SALARY: BirdLife South Africa offers a commensurate salary for the position and responsibilities. Salary information is available upon request. If you have any further questions, please feel free to contact BirdLife South Africa's Human Resources and Governance Manager, Dr Isabel Human, at *isabel.human@birdlife.org.za*

FRINGE BENEFITS: BirdLife South Africa provides comprehensive group life insurance to all employees.

INTERVIEW

- Successful applicants will be required to attend interviews at the organisation's Head Office in Johannesburg or via Zoom.
- Successful applicants may be required to complete a task relevant to the desired skills and competencies as an additional selection measure.

APPLICATION PROCEDURE

Applicants are to submit the following:

- A detailed motivation (cover letter) as to how the applicant sees their role in this post. The motivation should also include information on how previous experience and qualifications apply to the inherent requirements listed here.
- A detailed curriculum vitae with no less than three contactable referees.
- A list of publications and/or other notable achievements.
- A copy of the applicant's identity document and driver's licence.

PLEASE NOTE:

- All applications will be treated in the strictest confidence.
- Communication will be limited to shortlisted candidates only.
- You can assume that your application was unsuccessful if you were not contacted within six weeks of the closing date for applications.
- BirdLife South Africa reserves the right not to make an appointment.
- BirdLife South Africa subscribes to and applies the directions of the Protection of Personal Information Act.
- BirdLife South Africa subscribes to and applies the principles prescribed by the Employment Equity Act, as amended.

CLOSING DATE FOR APPLICATIONS: Friday, 21 August 2026

ASSUMPTION OF DUTIES: As soon as possible, upon acceptance of a formal offer.

To apply, please e-mail a copy of your CV and cover letter to BirdLife South Africa's Human Resources and Governance Manager, Dr Isabel Human, at *isabel.human@birdlife.org.za* with the subject line: "**Avitourism Project Officer**"

For further information about the role, contact John Kinghorn, Avitourism Project Manager, at *john.kinghorn@birdlife.org.za*