

New appointment at South African Tourism

Jermaine Craig has been appointed as global manager: communications at [South African Tourism](#). His responsibilities will include leveraging of global media advertising deals, formulation of the in-country brand communication strategies and assisting business units, country offices and other units to amplify their work globally.



Newly appointed global manager:
communications at South African
Tourism, Jermaine Craig

He has more than 11 years experience in media, covering sports journalism, an editorship at a regional newspaper and media relations management for the 2010 FIFA World Cup Organising Committee. As a senior football writer at *The Star*, he won the 1999/2000 Castle Premiership Football Writer of the Year Award. He was the lead reporter at Independent Newspapers and covered the local football Premiership, as well as the 2000 Sydney Olympics, the 2004 Athens Olympics and the 2006 FIFA World Cup in Germany. Craig worked at *The Star* as the news editor, night editor and ultimately as the executive editor.

Thandiwe January-Mclean, CEO of SA Tourism says, "With his expertise in media and the knowledge and insight he gained before and during the World Cup, we know he will be more than capable of enhancing South Africa's global communication strategy."

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