

SALES AND MARKETING MANAGER ARUSHA, TANZANIA

In striving to redefine luxury travel, ENVI Lodges was created to give travellers meaningful experiences as they immerse in a natural environment –wherever that may be.

With our sustainability mission at the centre of everything we do, working for ENVI means working for our planet. It means being part of a culture of respect, both of the local communities where we develop and the natural surroundings we inhabit.

As we grow our team, we are looking for remarkable individuals who share our passion and commitment to our guests and our environment. Individuals who work with a sense of purpose, eager to learn and thrive, good team players who know that everyone is playing a part in ENVI's success.

POSITION OVERVIEW

The Sales and Marketing Manager will develop and implement strategic sales and marketing plans to drive revenue growth, enhance brand presence, and establish the two safari camps' leading destinations in Serengeti. This role requires a dynamic and results-oriented leader with a deep understanding of the luxury travel market, strong connections in the travel industry, and a passion for wildlife conservation and sustainable tourism.

KEY RESPONSIBILITIES

1. Sales Strategy and Management

- Develop and execute comprehensive sales strategies to meet or exceed revenue targets.
- Identify and cultivate relationships with key travel agents, tour operators, and other partners.
- Lead the sales team in identifying and securing new business opportunities.
- Monitor market trends, competitor activities, and customer feedback to adjust strategies as needed.
- Prepare and present sales forecasts, budgets, and performance reports.

SALES AND MARKETING MANAGER

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KEY RESPONSIBILITIES

2. Marketing and Brand Development

- Create and implement innovative marketing campaigns to promote the safari camps across various platforms, including digital, print, and social media.
- Develop and manage the brand identity and ensure consistent messaging across all marketing materials.
- Collaborate with external agencies and vendors for content creation, public relations, and advertising.
- Oversee the design and production of promotional materials, including brochures, videos, and online content.
- Coordinate and attend international travel fairs, exhibitions, and sales missions to represent the camps.

3. Guest Experience and Product Development

- Work closely with the operations team to ensure the camps deliver an exceptional guest experience that aligns with marketing promises.
- Develop unique, high-quality guest experiences and packages that differentiate the camps from competitors.
- Collect and analyze guest feedback to continuously improve offerings.

4. Team Leadership and Development

- Lead, mentor, and motivate the sales team, fostering a collaborative and high-performance culture.
- Provide training and professional development opportunities to enhance the skills of team members.
- Set clear goals and expectations, conducting regular performance reviews.

5. Sustainability and Conservation

- Champion the camps' commitment to sustainability and wildlife conservation in all marketing and sales activities.
- Collaborate with conservation organizations and initiatives to enhance the camps' reputation as responsible tourism operators.

QUALIFICATIONS

- Bachelor's degree or Diploma in Marketing, Business Administration, Hospitality Management, or a related field.
- Minimum of 7-10 years of experience in sales and marketing, with a focus on luxury travel, hospitality, or safari operations.
- Proven track record of achieving sales targets and driving revenue growth.
- Strong network within the travel and tourism industry, particularly in the luxury segment.
- Excellent communication, negotiation, and presentation skills.
- Ability to think strategically and creatively in a fast-paced environment.
- Passion for wildlife conservation and sustainable tourism.
- Willingness to travel frequently.

