



KIGALI SERENA
HOTEL

Re: VACANCY ANNOUNCEMENT:

Job Title: Sales Manager

Location: Kigali Serena Hotel

Employment Type: Full-Time

Job Summary

Kigali Serena Hotel is seeking a dynamic and results driven Sales Manager to lead corporate and leisure sales activities, strengthen client relationships, and drive revenue growth. The ideal candidate should possess strong communication, negotiation, and leadership skills with proven experience in hospitality sales.

Key Responsibilities

- Develop and implement effective sales strategies to achieve revenue targets.
- Identify new business opportunities and maintain strong relationships with existing clients.
- Promote hotel services including accommodation, conferences, events, and dining facilities.
- Conduct market research and competitor analysis to identify industry trends.
- Prepare sales reports, forecasts, and performance analyses.
- Coordinate with marketing and operations teams to ensure excellent customer experience.
- Represent the hotel at networking events, exhibitions, and corporate meetings.
- Negotiate contracts and manage corporate accounts.

Qualifications & Requirements

- Bachelor's degree in Marketing, Business Administration, Hospitality Management, or related field.
- Minimum of 3–5 years' experience in sales, preferably in the hospitality industry.
- Strong interpersonal and presentation skills.
- Excellent command of English; knowledge of French or Kinyarwanda is an added advantage.
- Proficiency in Microsoft Office and CRM systems.
- Ability to work under pressure and meet targets.
- Desired Competencies
 - Leadership and team management
 - Customer Relationship Management
 - Strategic thinking
 - Negotiation and persuasion skills



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- Time management and organization

How to Apply

Interested candidates should submit their CV and cover letter to rwandajobs@serenahotels.com before **25th May 2026**.

Only shortlisted candidates will be Contacted