



## SERENA HOTELS

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### **VACANCY- SALES MANAGER – KAMPALA SERENA HOTEL**

Tourism Promotion Services (TPS), Serena Hotels is a collection of 22 up-market hotels, safari lodges, camps and resorts within 7 Countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Mozambique, Uganda, Rwanda, DR Congo).

We are renowned for our presence in magical locations and have the highest reputation for standards and service. We at Serena recognize that human resources are our most important asset, and significant resources are allocated annually towards staff development.

We are currently seeking a dynamic and results-driven Hotel Sales Manager to join our team. The ideal candidate will be responsible for generating revenue by attracting new business, maintaining relationships with existing clients, and implementing effective sales strategies. This role requires a strong background in sales, excellent communication skills, and the ability to meet and exceed revenue goals.

This is a team leader position reporting to the General Manager and occasionally to the Regional Sales Director, responsibilities and essential job functions include but are not limited to the following:

#### **Main Duties:**

- Develop and implement comprehensive sales strategies to achieve revenue targets and market share goals.
- Conduct regular market research to identify emerging opportunities and threats.
- Analyze market trends, competitor activities, and customer feedback to identify opportunities for growth.
- Be cognizant of the business model to ensure it's adaptable to meet emerging business and market trends.
- Utilize data and analytics to make informed decisions and adjustments to strategies.
- Collaborate with other departments such as marketing, operations, and finance to ensure a cohesive approach and alignment of strategies to achieving overall business objectives.
- Communicate effectively with internal stakeholders to align sales strategies with the group's brand and service standards.
- Create and manage annual sales budgets and forecasts.
- Work closely with the Banqueting team to ensure seamless execution of client events.
- Communicate effectively with internal stakeholders to align sales strategies with the hotel's brand and service standards.
- Collaborate with the marketing team to create promotional campaigns and packages.
- Provide input on pricing strategies, product development, and service enhancements.
- Ensure guest feedback is handled as per the outlined guidelines.
- Ensure adherence to client data collection, protection, and management as per policy and as per the data protection Act.
- Develop and grow business partnerships that have agreements that are within clearly stipulated time and legal frameworks with clearly outlined return on investment.
- Cultivate and maintain relationships with key clients, including corporate accounts, travel agencies, and event planners.
- Ensure sales costs are within budget by developing and managing the departmental budget by efficient allocation of resources.
- Provide regular reports on sales performance, market trends and forecasts to the Sales Director.



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- Work closely with the leadership team to align the sales strategy with the overall sustainability agenda of the Hotel.
- Collaborate with other departments to create sustainable packages and offerings that appeal to environmentally conscious clients.
- Showcase the hotel group's commitment to sustainability in sales presentations and marketing materials.

### **Education and Professional qualifications:**

- A university degree in Business Administration majoring in Sales and Marketing or Degree in relevant field.
- 2-3 years of experience in sales.
- A creative, passionate self-starter with ability to multitask
- Great time and project management skills
- A skillful and confident communicator, written, oral and presentation skills
- Hospitality marketing experience is an added advantage.
- Amiable personality and able to form collaborations with cross-functional teams.

### **Application:**

Applicants who have met the required criteria should address their applications and copies of certificates to:

Human Resources Manager- Tourism Promotion Services -Uganda

*Sent on email to :- [jobvacancy.kampala@serenahotels.com](mailto:jobvacancy.kampala@serenahotels.com) on or before 20<sup>th</sup> March 2025*