



SERENA HOTELS

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TOURISM PROMOTION SERVICES EASTEN AFRICA Plc. (TPSEA)

JOB DESCRIPTION

Job Title: Event Sales Executive

Reporting line: Sales Manager

Liaises with: Sales & Marketing, Events & Banqueting, Food & Beverage, Executive Chef, Front Office, Reservations, Finance, Housekeeping, Security, Maintenance, Human Resources and other operational departments

Location: Kampala Serena Hotel, Uganda

Job Purpose

The Event Sales Executive is responsible for generating, developing and converting event business for the hotel while ensuring a seamless journey from initial enquiry through to event execution and post-event follow-up.

The role focuses on identifying and securing conferences, meetings, weddings, social functions, corporate events, diplomatic functions, exhibitions, private celebrations and other MICE and event opportunities.

The Event Sales Executive will build strong relationships with event organizers, corporate clients, government and diplomatic institutions, NGOs, associations, wedding planners, event agencies and other key stakeholders while maximizing event revenue and ensuring that every event reflects the Hotel's hospitality standards.

1. MARKET LEADERSHIP

- Proactively source, negotiate and close business for meetings, conferences, corporate functions, weddings and social events.
- Identify and develop new opportunities across corporate, MICE, diplomatic, government, NGO, association and wedding segments.
- Conduct sales calls, client meetings, site inspections, presentations and networking activities.
- Represent the hotel at relevant industry events and monitor competitor offerings.



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- Build and maintain a strong network of clients, event organizers, wedding planners and agencies.

2. LEADERSHIP IN EVENT PRODUCT AND SERVICE

- Promote the hotel's conference, banquet and event facilities and recommend suitable venues, layouts, menus and packages.
- Conduct professional site inspections, presentations and facility tours.
- Prepare and present proposals, quotations, contracts, and event confirmations.
- Coordinate with operational teams to ensure client requirements are achievable and accurately documented.
- Support innovative event concepts and ensure offerings meet 5-star standards.

3. MANAGING, GROWING AND RETAINING EVENT MARKET SHARE

- Drive banquet, conference and events revenue in line with budgets and targets.
- Maintain an active sales pipeline, respond promptly to enquiries, and convert leads into confirmed business.
- Manage the Hotel's bidding process and follow through on deadlines and expiry dates.
- Build long-term relationships and identify opportunities for repeat and annual business.
- Cross-sell accommodation, F&B and other hotel services; maintain accurate records of leads, proposals and confirmed business.

4. EVENT REVENUE IMPROVEMENT AND SALES PERFORMANCE

- Maximize event revenue through accurate quotations, upselling, and conversion of enquiries.
- Monitor pipelines, forecasts and revenue performance against targets.
- Ensure proposals align with approved pricing and commercial policies.
- Work with Events, Finance, F&B, and Revenue Management to support commercial decisions and minimize revenue leakage.
- Provide regular reports on sales activity, pipelines, and performance.

5. EVENT CLIENT MANAGEMENT AND OPERATIONAL COORDINATION

- Act as the key point of contact from enquiry through confirmation and handover.
- Coordinate pre-event briefings and ensure all details (menus, setups, special requirements) are accurately captured and communicated.
- Follow up during and after events to ensure satisfaction, gather feedback and identify repeat business opportunities.
- Liaise closely with operations for seamless execution and escalate issues promptly.



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6. PEOPLE MANAGEMENT AND PRODUCTIVITY IMPROVEMENT

- Build strong working relationships across departments and demonstrate teamwork during high-pressure events.
- Participate in sales meetings, briefings, and training.
- Share market intelligence and client feedback; contribute ideas to improve processes and client experience.

7. SUSTAINABILITY

- Promote sustainable event practices, responsible resource use and reduction of single-use materials.
- Encourage digital documentation and support the hotel's environmental and community initiatives.

JOB SPECIFICATIONS

- Bachelor's Degree in Business Administration, Tourism, Hospitality Management or related field.
· Minimum 2–3 years' experience in events or banqueting sales within a reputable hotel or events company.
- Proven track record in selling meetings, conferences and social events.
- Strong negotiation, presentation, and interpersonal skills.
- High level of organisation, attention to detail and commercial awareness. · Professional appearance and customer-centric approach aligned with 5-star standards.

SKILLS AND PERSONAL ATTRIBUTES

Excellent communication, sales, negotiation and relationship-management skills; highly organised, results-oriented, commercially aware and able to work under pressure; professional, flexible and collaborative.

COMPETENCIES

Identifying and converting event business · Building strong client relationships · Planning and coordinating sales activities · Negotiating and closing business · Managing multiple priorities with attention to detail · Driving revenue, satisfaction and repeat business.



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CORE VALUES

Integrity · Teamwork · Empowerment · Professionalism · Innovation & Creativity · Accountability · Compassion · Growth

APPLICATION PROCESS

All applications sent to jobvacancy.kampala@serenahotels.com by 30th September 2026.

Recruitment is on a rolling basis.