



Job Title:

Sales Account Manager

Reporting line:

Sales Manager

Directly Supervises:

None

Liaises with:

Reservations, Marketing, Accounts, Food & Beverage, Front Office, Regional sales team

Job Purpose

The position is responsible for driving top-line revenue growth and expand market share across all the resort's departments i.e Rooms, Food & Beverage, MICE and Spa by building strong client relationship and securing high yield accounts in local and international markets.

KEY RESPONSIBILITIES

- Identify local business shifts and competitor activities within assigned territories or segments.
- Attend local networking events, business mixers, and tourism expos to gather leads.
- Promote resort offerings actively across assigned corporate and travel agency sectors.
- Deliver enthusiastic, highly professional property tours to prospective clients and event planners.
- Ensure all client collateral, rate sheets, and promotional materials are accurate and up to date.
- Assist clients with custom itinerary planning, menu selections, and spa group packages.
- Maintain and grow a comprehensive portfolio of corporate, MICE, and leisure accounts.
- Negotiate contracts and close commercial agreements.
- Implement structured account plans to maximize client retention and upselling.
- Conduct regular outbound sales calls and face-to-face meetings with mid-tier corporate and leisure clients.
- Secure repeat bookings from local event organizers, wedding planners, and social groups.
- Close sales using approved seasonal promotions, corporate rates, and tactical discounting structures.
- Collect advance deposits and ensure timely settlement of outstanding event invoices.
- Integrate eco-friendly and responsible tourism concepts into corporate client proposals.
- Support the property's green initiatives and community-based engagements.



SERENA BEACH

RESORT & SPA

- Maintain detailed records of all daily sales activities, customer interactions, and meeting notes in the resort's sales trackers.

MINIMUM QUALIFICATIONS:

- Degree or Diploma in Hospitality management, Sales & Marketing, Business management or related field
- A minimum of 5 years direct sales experience preferably within a 4 star or 5 star hotel, resort or luxury travel agency

SKILLS AND PERSONAL ATTRIBUTES

- High energy, self-motivated, and target-driven.
- Excellent interpersonal skills with a natural ability to build rapport quickly.
- Strong negotiation capabilities
- Effective written and verbal communication skills

Interested applicants who meet the above criteria are invited to submit their application including an updated CV to: ***Jobvacancy.kenya@serenahotels.com***, on or before ***8th September 2026***.