



SERENA HOTELS

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TOURISM PROMOTION SERVICES EASTEN AFRICA Plc. (TPSEA)

JOB DESCRIPTION

Job Title: Commercial Director

Reporting line: General Manager

Directly Supervises: Sales, MICE, Marketing, Revenue and Reservations Teams

Liaises with: All other hotel operations

Location: Kampala Serena Hotel, Uganda

Job Purpose

The Commercial Director is a member of the hotel's Executive Committee responsible for driving commercial performance, market leadership, and sustainable revenue growth across all business segments. The role provides strategic leadership for Sales, Marketing, Revenue Management, Reservations, Distribution, and MICE, ensuring the hotel achieves revenue, profitability, market share, and brand positioning objectives within Uganda and the wider regional market.

1. COMMERCIAL STRATEGY AND LEADERSHIP

- Develop, implement, and continuously refine the hotel's commercial strategy in line with overall business objectives.
- Accountable for achieving agreed commercial KPIs including Revenue, ADR, RevPAR, Occupancy, Market Share and profitability targets.
- Identify and pursue new revenue streams, strategic partnerships, and emerging market opportunities.
- Lead the hotel's Revenue Strategy Committee and ensure robust forecasting, pricing, inventory management, demand generation, and distribution strategies that maximize total revenue performance.
- Lead the Sales, Marketing, Revenue Management and Distribution teams to achieve revenue, occupancy, ADR, and market share targets.
- Provide commercial direction and market intelligence to the General Manager and senior leadership team.



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- Monitor competitor activity, market trends and economic developments, and adjust strategies proactively.

2. REVENUE GENERATION AND PERFORMANCE

- Drive total hotel revenue across rooms, food & beverages, conferences, banqueting, events and other profit centers.
- Oversee pricing, yield management, inventory control, and distribution channel strategy.
- Ensure effective management of key accounts, corporate contracts, travel trade, MICE and leisure segments.
- Maximise opportunities through Serena group synergies and inter-unit sales across Africa and Asia.

3. SALES, MARKETING AND BRAND POSITIONING

- Direct sales strategies for corporate, government, diplomatic, NGO, MICE and leisure markets.
- Oversee marketing plans, brand campaigns, digital presence, public relations, and promotional activities.
- Ensure the hotel is strongly positioned as a leading luxury hospitality destination in the market.
- Represent the hotel at high-level industry events, client forums, and stakeholder engagements.

4. TEAM LEADERSHIP AND CROSS-FUNCTIONAL COLLABORATION

- Lead, coach and develop the commercial team to high performance.
- Work closely with Operations, Finance, Food & Beverage and other departments to ensure seamless delivery of commercial commitments.
- Foster a commercial culture focused on revenue generation, guest satisfaction, and accountability.

5. SUSTAINABILITY

- Support Serena's ESG and sustainability agenda through responsible commercial partnerships and stakeholder engagement.
- Promote Serena's sustainability initiatives through sales and marketing activities.
- Ensure alignment of commercial activities with the group's ESG objectives.

6. KEY STAKEHOLDER ENGAGEMENT

- Develop strategic relationships with key corporate, diplomatic, government, travel trade, and industry stakeholders.

Represent the hotel at industry forums, tourism events, and business networking platforms.



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JOB SPECIFICATIONS

- Bachelor's Degree in Business Administration, Marketing, Hospitality Management, Commerce or a related field (Master's degree is an advantage).
- Minimum 10 years' progressive commercial experience within the hospitality industry, including at least 5 years in a senior commercial leadership role within a luxury or internationally branded hotel environment.
- Proven track record in a 5-star hotel environment, preferably within an international or luxury brand.
- Demonstrated ability to establish and implement sales and marketing strategy for a 5-star business and leisure hotel, international conference centre, and business excellence.
- Experience leading business transformation, repositioning, commercial turnaround, or pre-opening projects will be an added advantage.
- Strong experience in driving total revenue, managing multi-segment portfolios, and leading high-performing teams.
- Sound knowledge of revenue management systems, distribution channels, CRM tools, and digital marketing.

SKILLS AND PERSONAL ATTRIBUTES

- Strong commercial acumen and strategic thinking.
- Excellent leadership, negotiation, presentation, and stakeholder-management skills.
- Analytical, results-oriented, and decisive.
- High level of integrity, professionalism, and customer focus.
- Ability to inspire teams and work collaboratively across departments.
- Well-groomed, confident, and capable of representing the hotel at the highest levels.

COMPETENCES AND CORE VALUES

A) COMPETENCIES

1. Revenue growth experience
2. Luxury hotel experience
3. Market knowledge
4. Leadership capability
5. Business development track record



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B) CORE VALUES

At Serena Hotels, our success is built on the values of Integrity, Teamwork, Accountability, Professionalism, Innovation & Creativity, Compassion, Empowerment and Growth.

We offer an opportunity to join one of Africa's leading hospitality brands and play a pivotal role in shaping the commercial success of Kampala Serena Hotel, a flagship luxury property renowned for excellence in hospitality, conferencing and guest experience.

APPLICATION PROCESS

All applications sent to jobvacancy.kampala@serenahotels.com by 15th October 2026

Tourism Promotion Services Eastern Africa Plc is an equal opportunity employer and is committed to attracting, developing and retaining a diverse workforce. Qualified candidates from all backgrounds are encouraged to apply.