



SERENA HOTELS

SAFARI LODGES AND CAMPS

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TOURISM PROMOTION SERVICES EASTEN AFRICA Plc. (TPSEA)

JOB DESCRIPTION

Job Title: Sales Executive

Reporting line: Sales Manager

Liases with: Sales & Marketing, Front Office, Reservations, Food & Beverage, Banqueting, Events, Finance, Housekeeping, Human Resources and other operational departments

Location: Kampala Serena Hotel, Uganda

Job Purpose

The Sales Executive is responsible for supporting the Hotel's sales strategy through proactive business development, account management, client engagement, and revenue generation.

The role is responsible for identifying new business opportunities, developing and maintaining strong relationships with existing and prospective clients, promoting the hotel's accommodation, food and beverage, conference, banqueting and other hospitality offerings, and contributing to the achievement of departmental and hotel revenue targets.

The Sales Executive will represent the Hotel professionally in the marketplace, understand client needs, monitor market trends and competitor activity, and work collaboratively with internal departments to ensure seamless delivery of services and exceptional guest experiences.

1. MARKET LEADERSHIP

- Proactively source and grow corporate, leisure, travel trade and MICE business.
- Conduct regular sales calls, client visits, presentations, site inspections and business meetings.
- Represent the hotel at local and international exhibitions and industry events.
- Monitor market trends, competitor activity, and provide market intelligence.
- Utilize Serena group synergy to generate inter-unit sales for Serena properties in Africa and Asia.
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2. LEADERSHIP IN PRODUCT AND SERVICE

- Promote the hotel's accommodation, F&B, conference, banqueting and other services.
- Conduct hotel tours and ensure accurate communication of standards and offerings.
- Work closely with operational teams to understand product capabilities and communicate client requirements.
- Support the development of sales packages and promotions aligned with Serena standards.

3. MANAGING, GROWING AND RETAINING MARKET SHARE

- Achieve and exceed assigned revenue and room-night targets.
- Develop and maintain strong relationships with key clients and partners.
- Maintain an effective sales pipeline; follow up on leads, proposals and quotations.
- Cross-sell and upsell hotel services; coordinate client events and groups to successful completion.
- Identify opportunities to regain inactive accounts and support client retention.

4. REVENUE IMPROVEMENT AND SALES PERFORMANCE

- Negotiate contracts in line with the hotel's pricing and yield strategy
- Prepare accurate proposals and sales reports; contribute to market intelligence.
- Monitor conversion rates, forecasts, and account performance.
- Work with Reservations, Revenue Management, and Finance to optimise revenue and minimise leakage.

5. PEOPLE MANAGEMENT AND PRODUCTIVITY IMPROVEMENT

- Build positive working relationships across departments and demonstrate professionalism and teamwork.
- Participate in sales meetings, briefings, and training.
- Share market intelligence and client feedback; contribute ideas for process improvement.

6. SUSTAINABILITY

- Promote environmentally responsible practices and digital communication.
- Support the hotel's sustainability and community initiatives.



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JOB SPECIFICATIONS

- Bachelor's Degree in Business Administration, Commerce, Economics or related fields.
- Minimum 2–3 years' hotel sales experience, preferably in a 4- or 5-star hotel.
- Knowledge of hotel systems and operations is an added advantage.
- Strong negotiation, communication, and interpersonal skills.
- Sound understanding of the local and regional markets.
- Highly motivated, well-groomed, and customer centric.

SKILLS AND PERSONAL ATTRIBUTES

Excellent communication, selling, negotiation and relationship-building skills; proactive, results-oriented, organised and able to work independently or in a team; professional appearance and strong follow-through.

COMPETENCIES

Building strong client relationships · Identifying and converting new business · Influencing and negotiating effectively · Planning sales activities to achieve results · Demonstrating commercial awareness and revenue focus · Focusing on customer satisfaction and long-term relationships.

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.