



LAKE KIVU SERENA  
HOTEL  
RWANDA

**Re: VACANCY ANNOUNCEMENT:**

Job Title: Sales Manager  
Location: Lake Kivu Serena Hotel  
Employment Type: Full-Time

**Job Summary**

We are looking for a qualified and motivated Sales Manager to support the management in maximizing the hotel's revenue and optimizing its pricing strategy. The successful candidate will assist in supervising the Sales team, ensuring quality service delivery.

**Key Responsibilities**

- Develop/update the revenue management strategy
- Draw/update the revenue management business plan
- Periodically conduct reservations' SWOT analysis
- Benchmark Reservations services with other LHW / LQA hotels
- Analyses current trends in reservation and guest feedback to understand their preferences and expectations in Reservation services
- Ensure statutory requirements, policy documents and records management relating to reservations and revenue management are in place and are adhered to
- Review/ update and communicate the Crisis Management plan in relations to reservations

**Qualifications and Requirements**

- Bachelor's degree in Business, Hospitality Management, Marketing, Sales, or related field (preferred).
- 3 -6 years of experience in Hospitality industry, field sales, or marketing — area
- Strong communication, negotiation, and presentation skills.
- Interest in Hospitality Industry Sector
- Proficiency in Microsoft Office (Word, Excel, Outlook, Opera Cloud), Workspace, and social media platforms.
- Professional, self-motivated, and flexible to travel frequently.

**How to Apply:**

Interested candidates should submit their CV and cover letter to [rwandajobs@serenahotels.com](mailto:rwandajobs@serenahotels.com) before 4<sup>th</sup> June 2026.

Only shortlisted candidates will be contacted.