



International Sales Manager

CAPE TOWN, SOUTH AFRICA

Key Responsibilities

The International Sales Manager is responsible for increasing revenue by growing occupancy through the continuous management of client relationships, the direction and management of the sales teams within Africa, South East Asia, Latin America, South America, Brazil, China, peripheral markets (UAE, India, Israel etc.) and the integration of the sales team into the relevant support functions.

- Reports directly into the Group Head of Revenue and Sales (GHRS).
- Directly manage the sales teams within Africa, South East Asia, Latin America, South America, Brazil, China, the UAE, directing an inspirational, relationship-centric approach.
- Directly responsible for key accounts within Africa:
 - this includes building & maintaining key relationships;
 - regular training and updating client base on Singita product;
 - follow-up post sales meetings
 - updating CRM system & leveraging relevant data to inform decision-making
- Directly manage and develop the Sales Executive – Africa;
- Support the Revenue Manager, Tailored and Reservations teams with a specific focus on inventory management, client relationships; booking conversions; guest requests etc.
- Co-Develop a strategy to build brand recognition and optimise revenues from these markets.
- Drive sales team activities including partnered consumer focussed events; targeted trade shows etc.
- Ensure quick responses to trade queries within the Singita standards.
- Collaborate with marketing team on optimising marketing opportunities through consortia platforms and other platforms.
- Participate in rate strategy development
- Negotiate contract rates; implement annual rate strategy across markets responsible for.

- Build communities with common interests and direct the team to target specific messaging to specific agent communities, developing and optimising CRM efficiencies.
- Represent Singita in the capacity of Singita brand ambassador at trade shows and events when necessary.
- Increase revenues into secondary Singita services: Tailored; Grumeti Air; Connect etc.
- Collaborate with Marketing and revenue conversion teams to develop annual trade sales strategy and budget.
- Collaborate with product and marketing teams to create messaging platforms and presentations for the sales team to utilise in these markets
- Develop targeted campaigns run by the sales team (e.g. to boost short-lead revenue; launch and promote conservation safaris; Carnival period in Brazil, Golden week in China etc.).
- Collaborate closely with Reservations and Tailored teams to ensure that all parties involved with working with trade partners fully understand the specific nature of each relationship in order for the overall Singita service offering is seamless.
- Participate in rate strategy development; negotiate and implement trade contracts.
- Reporting.
- Support the GHRS and the Revenue Manager in managing the worldwide sales and revenue teams (Sales, Tailored and Reservations) and Product team.

Deliverables

- Increased revenues (through increased occupancy and improved ABNR).
- Improved ROI's on sales activities.
- Increased revenues per agent.
- Increased brand loyalty.
- Growth and develop of team members; succession planning.
- Building capacity within all teams to ensure long term sustainability that maintains pace with the overall business growth.

To apply email your CV to SMCcareers@singita.com or visit:

www.singita.com/about/careers



International Sales Manager

CAPE TOWN, SOUTH AFRICA

Skills & Experience

- A minimum of 5 years' experience working in sales from within the high-end hospitality industry.
- Well-developed Innovative thinking.
- Good leadership and management skills – enjoy developing team members.
- Good analytical and strategic skills.
- Exceptional selling ability and a natural orientation towards building relationships.
- Ability to manage a diverse team.
- The ability and desire to travel internationally for up to 3 weeks at a time, several times a year when required.
- Be a South African citizen or the holder of a valid South African work permit.

Other Attributes

- Personal values align with Singita's core values
- Committed to conservation and sustainability personally.
- A strong willingness to get involved in whatever is needed in the moment.
- Intuitive care of everyone you work with or come into contact with.
- Well-presented, articulate and enjoy engaging with people (personable).
- Mature, resilient, flexible/adaptable and progressive.
- Passionate about conservation and fully brand-aligned.
- High energy with a "never-give-up" attitude.
- Adaptable and resilient to change.

This job profile is not exhaustive and may require other associated duties from time to time within the candidate's capabilities.

To apply email your CV to SMCcareers@singita.com or visit:

www.singita.com/about/careers