



JOB DESCRIPTION

SALES MANAGER

Head Office – Blairgowrie, Johannesburg

WE BELIEVE IN

Celebrating differences, nurturing individuality and cultivating gratitude. The thrill of discovery. Listening with curiosity and acting with integrity. Slowing down, being intentional and taking care of each other and the planet. The power of kindness, both outwards and inwards. Experiences that shape new ways of thinking and provide freedom from the norm. Having a light touch and a whole heart. Making our work matter.

OUR CULTURE

At the heart of our business is our Rare Earth family – the team of people who work tirelessly to make our guests feel welcome; people with passion, intention and humility; people who are curious about the world and are committed to caring for it; and people with the confidence and experience to always be their most authentic selves.

Together, our Rare Earth family provide the solid foundation for the achievement of our vision, which is to be one of Africa's most well-loved boutique hospitality brands, creating experiences that are unexpected, meaningful and considered for our guests.

OUR VALUES

Creativity – open-minded thinking

Generosity – of spirit, of time, of thought, of knowledge

Individuality – the courage to be unashamedly ourselves and embrace that in others

Fairness – a measured approach that does not discriminate

Humility – being respectful, placing ego aside and championing equality

Curiosity – a desire to learn more about people and the world

Ownership – taking responsibility for your ideas and your role

Family – engendering a sense of belonging among both staff and guests

Sincerity – operating with honesty and a lack of pretence

Kindness – warmth, goodwill and assuming the best in others

JOB SPECIFICATION

The successful applicant will have relevant experience in the trade and direct sales of multiple boutique properties as well as an in-depth understanding of lodges/hotels and the tourism industry. A passion for hospitality and excellent people skills are a given, as is a collaborative approach, a positive attitude and an inquiring mind. As a senior member of the department, they also need to be inspiring and considerate team players who are invested in the success and wellbeing of their colleagues.

This is a full time position.

PURPOSE

To manage and enhance the relationships with trade and partners, to ensure the delivery of excellent service in line with our brand values, to nurture guest and trade relationships, and to maximise occupancies and average per-room revenues across the group.

KEY RESPONSIBILITIES

- Building trust, credibility and goodwill with clients and industry.
- Develop and implement effective sales strategies to maximise revenue and occupancy rates for the properties.
- Identify and target potential clientele to generate new business opportunities.
- Conduct market research to stay updated with industry trends, competitor activities, and customer preferences.
- Create and maintain customer loyalty by providing excellent customer service and building strong relationships with clients.
- Actively participate in sales meetings, trade shows, and networking events to promote the hotel and represent the company in a professional manner.
- Manage and maintain a comprehensive database of potential and existing clients.
- Prepare and present sales reports, forecasts, and budgets to the management team on a regular basis.
- Achieve set sales targets and contribute to overall organizational growth.
- Keep abreast of industry standards and continuously develop product knowledge to effectively sell the hotel's offerings.
- Resolve customer complaints and issues promptly and ensure high customer satisfaction levels.
- Proactively suggest and implement improvements to sales processes and strategies.
- Effectively managing yield by maximising rates and profitability
- Co-ordinating the distribution of rates
- Organising site inspections and fam trips
- Ongoing monitoring of booking movements, trends and competitor activity
- Acting as a brand ambassador for the Company at all times, leading with the Company's values

KNOWLEDGE & SKILLS REQUIRED

- 3-5 years experience in a similar role
- A tertiary qualification in Business Administration, Hospitality Management, or a related field (Beneficial).
- Proven experience in a similar sales role within the hospitality industry- Essential
- Experience in selling high end, luxury properties- Essential
- Must have in depth experience in/or a current presence in the US and Australian Markets- Preferred
- Strong sales and negotiation skills with a track record of meeting or exceeding targets.
- Excellent communication and interpersonal skills to build rapport with clients and effectively convey information.
- Customer-centric approach with a passion for providing exceptional service.
- Proficiency in relevant software applications such as Microsoft Office and Customer Relationship Management (CRM) systems.

- Knowledge of market trends, competition, and hotel industry regulations.
- Flexibility to work during evenings, weekends, and holidays, as required.
- Up-to-date knowledge of the environment/industry
- Excellent interpersonal, communication and organisational skills
- Excellent command of the English language
- Awareness and understanding of a variety of cultures
- Meticulous, precise and always paying close attention to detail
- Ability to remain effective under pressure
- Lateral thinker and creative problem-solver who takes initiative
- Strong team player with a willingness to share information, knowledge and responsibility
- Evidence of the ability to practice a high level of confidentiality
- Desire to maintain good relationships with guests, colleagues and suppliers

PERSONAL CHARACTERISTICS

- Well-presented and professional
- Curious and intuitive
- Disciplined and self-motivated
- Energetic and optimistic
- Resourceful and proactive
- Appropriate sense of urgency
- Strong references and a clean track record are mandatory

SALARY

Industry related - based on experience

TO APPLY

Please send your CV to careers@rareearth.co.za with the subject line: "Sales Manager - Application"

TIMELINES

Interviews will take place during October 2024. Appointment effective November 2024.