



HEAD OF TOURISM, MARKETING & SALES

The Organization

The OI Pejeta Conservancy, a leading wildlife conservancy that works to conserve wildlife, provide a sanctuary for great apes and to generate income through wildlife tourism and complementary enterprises for re-investment in conservation and community development, is seeking high calibre, self - motivated and dedicated applicants in the position of **Head of Tourism, Marketing & Sales**.

Role Summary

The role will report to the Head of Operations and Community Development with overall responsibility for all aspects of the tourism operation, as well as the marketing and sales function of the organization.

This role will be working as part of the Senior Leadership Group within the organization and will include the following key responsibilities:

- At an operational level to provide overall supervision for the marketing, sales and operations of the OI Pejeta Conservancy tourism product. The objective will be to continue the development of a world class integrated tourism product, and to significantly increase current gross revenues within this section of the organization
- At a strategic level to work as part of the Senior Leadership Group (SLG) to provide leadership and direction to the entire organization, in particular assisting to develop and nurture a working environment across the organization that permits employees to achieve their objectives, assisting to develop policies and procedures that promote the vision and culture of the organization.

Role Deliverables

- Provide the leadership required to take the current OPC tourism business to a new more sophisticated level, where all facets of the operation are seamlessly integrated as a means to provide world class quality, maximize sales, ensure efficient cost-effective operations and provide client satisfaction across the entire product range
- Specifically:
 - To lead the Marketing function of the organization to create and promote products that assist to maximize sales revenues, making innovative “first in class” use of all available opportunities and tools (in particular Salesforce) to create a loyal client following that in turn can provide the basis for business and revenue growth across the tourism sector
 - To lead the development and creation of a reservations and bookings function (Sales) that maximises the ease with which sales can be achieved, at the same time as providing the quality of information required for up-selling opportunities, efficient operations and accountability. To continue the development of this sector to offer OI Pejeta Escapes as a “one stop shop” for all tourism enquires, including commissionable third-party bookings
 - To lead the development and efficient implementation of all tourism related operations including but not limited to:

- Management and liaison with third party camps/operators using/present on OPC, inclusive of development of new third-party investment opportunities.
 - Management and operations of owned facilities (currently Pelican, Stables, Moranis)
 - Guide management and training, expansion of guide pool
 - Conservation Experiences
 - Gate management
 - Vehicles
 - New emerging “technology” related systems for value add and experience management with a view to providing a safe, enjoyable and rewarding experience to all clients that is a leader within the tourism industry in East Africa.
- In collaboration with the Senior Leadership Group (SLG) ensuring proper management of staff, assets and resources in accordance with Board agreed strategies and policies (adjusted from time to time in accordance with changing circumstances) to achieve organizational objectives
 - Working with the SLG, assist to develop and implement the strategic vision and objectives of the organization, as described within regularly updated and assessed long term management plans.
 - Take responsibility for the achievement of the overall organizational annual budget, as agreed with the Board on an annual basis, as well the achievement of individual departmental budgets across the 3 units for which this position has direct responsibility.
 - Complete monthly, quarterly, annual and other periodical reports on activities undertaken against agreed company objectives, as required by the Head of Operations and Community Development and/or Managing Director and/or the Board.
 - Performing any other duties that may be delegated from time to time.

Desired Skills, Experience and qualities

- **Education:** Minimum University degree at Masters Level in a related field, with emphasis on marketing, product development and sales.
- **Work Experience:** At least 10 years the tourism industry in East Africa at a senior position, with particular emphasis on marketing and sales
- Excellent leadership, communication and reporting skills, team player requiring minimum supervision and ability to work under pressure.

Any person who wishes to be considered for this position is requested to submit their application letters together with an up to date CV to the Head of Human Capital by Friday 15th March 2019 on the following email: schola.waihenya@olpejetaconservancy.org

THE OL PEJETA CONSERVANCY IS AN EQUAL OPPORTUNITY EMPLOYER.