



Job Title	Chief Sales & Marketing Officer,
Location	aha Hotels & Lodges, Head Office, Bryanston,
Objective	<ul style="list-style-type: none"> Establishing and directing the sales and marketing activities of the Group and ensuring that these activities affect the direction and goals of business. To develop and successfully implement a strategic a Sales and Marketing plan for the Group.
Key Areas	<ul style="list-style-type: none"> Acquisition of new business and the growth of existing business, aligned to the company's strategic intents and sales targets. Implement strategies to ensure that sales targets are achieved and, where possible, exceeded. Actively maintain competitor and market awareness. Direct and guide the Regional Sales Managers to maintain productivity and sales targets. Retention and renewal of existing client contracts. Extending existing client contracts to new business opportunities. Sourcing and making presentation to potential new clients. Frequent liaison with Reservations, Revenue, Operations and General Managers and all other relevant stakeholders to ensure the best client service delivery. Formulate annual sales targets according to market segments and allocate sales targets across regions. Budget management and financial planning. Implement strategic annual and monthly planning and reporting. Analyse and evaluate monthly, quarterly and annual revenue targets. Building relationship with all key inbound and outbound partners. Support international offices, where applicable. Working closely with various travel agencies to develop destination strategies. Develop, review and implement succession planning strategies within the Sales and Marketing teams. Review management team performance with regards to the overall Sales and Marketing strategy to ensure that objectives are achieved and maintained. Maintain motivation and training of the Sales and Marketing teams.



MINIMUM REQUIREMENTS	COMPETENCIES
<ul style="list-style-type: none">• Relevant Tertiary Qualification at NQF 7• A minimum of 5 years' experience in a senior Sales and Marketing position• 5 Years management experience in hotel/tourism sector	<ul style="list-style-type: none">• Strategic Perspective• Leadership• Entrepreneurial Thinking• Planning and Organising• Business Acumen• Innovation• Sound business communication skills• People Development• Interpersonal Skills• Analytical Ability• Ability to work under pressure• Learning orientation
<p>Please take note of the following before applying:</p> <ul style="list-style-type: none">• Do not send your CV / apply if you do not meet the minimum requirements• Transferring will have to be negotiated with your current manager• Only candidates that meet the above requirements will be contacted Should you not be contacted by HR within 1 week after the closing date, please consider your application unsuccessful.• Preference will be given to individuals that meet the Company's EE targets as set out in our employment equity plan <p>Please send your updated CV to noxolo.ngcobo@aha.co.za on or before 24th January 2025.</p>	