



## ABOUT ASILIA

Asilia Africa is one of East Africa’s long-standing safari companies. Meaning ‘genuine’ or ‘authentic’ in Swahili, we’ve built a reputation for incredible safari experiences and our unwavering commitment to empowering both people and nature alike in the region. Founded in 2004, Asilia has a leading presence in the main safari destinations in Tanzania and Kenya as well as a driving role in several pioneering projects. Asilia’s goal is to turn crucial and fragile natural habitats into lasting conservation economies, benefitting both the environment and local communities. At present, the company owns and operates 18 lodges and camps as well as a ground handling operation. Asilia is the first sustainable safari/lodge company in Africa to receive a 5-star rating for sustainability from GIIRS, was recognized as one of the “Best Companies for the World” in 2013 and was awarded the 2014 Tourism for Tomorrow Business Award.

## WHAT WE BELIEVE IN

We believe that world-class travel can go hand in hand with improving livelihoods and conservation of nature. Our luxury camps and lodges are in some of the most special places on earth. Places we want to safeguard for the future. We strive to transform whole areas, from crucial fragile natural habitats with often impoverished communities into lasting conservation economies; effectively protecting wildlife whilst providing opportunities for local people to prosper. Whichever department you work in, your efforts will be crucial in achieving our conservation goal.

### POSITION:

Agent Relationship  
Manager - USA

### LOCATION:

USA

### REPORTS TO:

Head of Regional Sales –  
North & South America

## POSITION OVERVIEW

This position, in cooperation with the Head of Regional Sales – North & South America, is responsible for the overall performance of the source market.



## SKILLS AND EXPERIENCE

- Experience of the Africa Safari industry coupled with a passion for empowering local communities and protecting wild spaces.
- Knowledge and experience with sales and marketing reservation systems.
- Excellent consultative sales skills within tourism/hospitality industry, target orientated and proven track record of meeting and exceeding sales quotas and commercial targets.
- Excellent customer service skills with a service delivery mind set, ability to adapt sales approach and problem solving to each accounts differing needs and find mutually beneficial solutions.
- Sharp commercial awareness with ability to find creative and efficient solutions to problems.
- Experience and good understanding of budgets.
- Refined time management skills, including organization, prioritization, goal setting and communication.
- Proven ability to work well and calmly under pressure, including experience in handling difficult situations (e.g. complaints, last minute requests) and willingness to do so outside office hours when required.
- Strong sense of initiative with the ability to work independently as well as within a broader team.
- Eager to learn and grow professionally with the ability to take on board and disseminate constructive feedback from external and internal sources.

## RESPONSIBILITIES AND DUTIES

### Agent Relationship Management:

#### Existing Agent Relationships

- Manage individual relationships within specific source market, focus is on growth of mutually beneficial partnerships.
- Increase the overall share of wallet for key accounts identified.
  - Increase in bed nights.
  - Increase in overall revenue.
  - Protect and grow the achieved rate.
  - Growth in reliance on Asilia product.
  - Growth in use of Asilia DMC.
- In-person and digital/webinar meetings with agents to cover full product training, updates, commercial developments, complaint resolution.
- Attend tradeshows to meet new/existing agents.
- Attend/set up joint events with new/existing agents.

#### New Agents Relationships

- Identify possible new agent opportunities through interactions with the industry and market insights.
- Act as brand ambassadors of the Asilia Brand.



## RESPONSIBILITIES AND DUTIES CONTINUED

### Source Market Management:

- Identifying opportunities for brand exposure to broaden Asilia's reach in key markets through a test and review process.
- Sharing ideas and learnings with Agent Relationship team to apply in other source markets.
- Track, monitor and report back on source market performance including wider context (e.g., economic environment specific to source market, localized trends etc).

### Systems & Tech development:

- Offer input from agent perspective in ongoing systems development.

### Sales & Teams:

- Develop strong and consistent lines of communication with global sales teams and sales managers.

### General:

- Management of personal budget in line with commercial strategy
- Contribute to development of collateral for agents and guests in line with commercial needs including for Agent Space and Asilia website.
- To travel as deemed necessary to fulfil the targets for the geographies in which you work.
- To encourage inter department co-operation.
- To take on management and delivery of key projects within time worked as they arise and as advised by Head of Sales.
- To assume leadership roles as needed and advised.

## PERFORMANCE APPRAISAL

Head of Regional Sales – North & South America will conduct an annual formal appraisal in June/July. In December /January of every year, there will be an informal review (feedback conversation) with continuous on the job coaching and guidance.

## REQUIRED WORK PRACTICES.

- Across all interactions, promote the image of Asilia as a best in class externally with our agents & guests as well as internally with our key stakeholders
- As a key point of contact and the face of Asilia, upholding and contributing to the reputation of the company as a leading safari operator
- The Asilia values are company values that play an important role in how we define ourselves and set ourselves apart. We place high value on living these values in everyday work practices. These values are genuine, inspired to do good, caring family spirit, teamwork, dedicated to service, consistent quality and going the extra mile.

Please email a copy of your CV and cover letter as to why you are the right person for us to [Christin@asiliaafrica.com](mailto:Christin@asiliaafrica.com) by no later than **17 MARCH 2023**. If you have not heard back from us within 10 days of your application, please consider your application to have not been successful.