



## 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 GIIIRS, 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:

Head of Sales Operations

### LOCATION:

Ideally Cape Town,  
South Africa

### REPORTS TO:

Managing Director

## ROLE OVERVIEW

An exciting opportunity exists for a candidate to join our senior management team to drive the Asilia Sales operations team that serves travel agency partners selling bespoke, luxury safari holidays to their customers. The successful candidate will be responsible for ensuring that our sales operations run smoothly and efficiently, while also meeting or exceeding customer service and performance goals.



## KEY RESPONSIBILITIES AND DUTIES

- Develop and implement strategies to improve operational efficiency and customer satisfaction.
- Drive a culture of incremental change and improvement in the customer experience through the use of tech, process and people.
- Focus on technology to enhance and transform the processes within the reservations team.
- Develop and implement policies and procedures to improve customer service and performance.
- Identify and resolve operational and customer service issues and implement solutions to improve overall performance.
- Communicate with other departments and managers to ensure that department goals align with overall company goals.
- Develop and maintain positive relationships with customers and other stakeholders.
- Work with staff to identify and resolve customer complaints and issues.
- Oversee all aspects of customer service, including reservations, tour planning, and logistics.

## REQUIRED SKILLS AND EXPERIENCE

The successful candidate will be required to have the following key skills and experience:

- Bachelor's degree in business, tourism, or a related field;
- Minimum of 5 years experience in an operational senior management role improving and refining operational efficiency and effectiveness;
- Ability to manage and drive operational change in a large and complex setup (Teams of 60+);
- Strong experience in technology and overall process improvement;
- Strong leadership and management skills;
- Excellent financial acumen and budget management experience;
- Strong analytical and problem-solving skills;
- Excellent communication and interpersonal skills;
- Ability to work well under pressure and meet tight deadlines; and
- Strong understanding of the luxury safari travel industry.



## PREFERENTIAL SKILLS

- Strong leader with a passion for improving customer service and a proven track record of success in driving operational and process change;
- Strong people focus aligned to the Asilia values;
- Right attitude and passion for the role: exhibit enthusiasm and a can-do attitude about work and deliverables;
- Results and metrics driven;
- Ability to challenge existing processes and ways of working;
- Strong leadership and interpersonal skills;
- Must be pro-active with ability to multi-task and work under tight deadlines;
- Flexible and innovation hungry, embracing change positively; and
- Passionate about Positive Impact, conservation, and sustainability.

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 **28 February 2023**. If you have not heard back from us within 10 days of your application, please consider your application to have not been successful.