


## 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:**
Regional Trade & Partnerships Manager

**LOCATION:**
East Africa

**REPORTS TO:**
Head of Agent Relationships

## POSITION OVERVIEW:

We are seeking an experienced and commercially driven Regional Trade & Partnerships Manager to lead our trade engagement strategy and drive new business opportunities across East Africa. This mid-level role is based in Kenya or Tanzania and is ideal for a passionate travel industry professional with a deep understanding of the African travel industry and a proven track record of developing effective B2B and B2C relationships.

The successful candidate will be responsible for managing our network of East African-based travel agents, tour operators, and DMCs, ensuring their specific commercial needs are met through tailored support, strategic alignment, and strong relationship management.

In addition, the role requires a proactive approach to channel expansion—targeting hotels, NGOs, corporate clients, embassies, and other non-traditional partners - to diversify our revenue base and reach new audiences.




## KEY RESPONSIBILITIES:

### Trade Relationship Management

- Serve as the primary liaison for East Africa-based travel agents, tour operators, and DMCs.
- Understand the specific operational and commercial nuances of local agents, and develop initiatives tailored to their needs.
- Manage onboarding, engagement and training for partner agents.
- Work with the reservations team to ensure necessary sales support for partner agents.
- Monitor trade performance and identify potential opportunities to collaborate for sales initiatives.

### New Channel Development

- Identify and secure new B2B business opportunities beyond traditional travel trade—including hotel partnerships, NGO travel buyers, corporate travel departments, government/embassy travel units, etc.
- Work with the commercial team to develop and execute go-to-market strategies for new partner segments.
- Represent the Asilia Africa brand at relevant local industry events, expos, and trade shows to increase visibility and build networks.

### Strategy & Reporting

- Contribute to the regional commercial strategy of Asilia Africa with insights from the East African trade landscape.
- Track and report on partnership performance metrics, commercial trends, and competitive insights.
- Work cross-functionally with wider commercial teams, marketing, operations, and reservations to ensure partner needs are effectively addressed.

### Additional Responsibilities

- Provide agent-focused input for product innovation, systems development, and service delivery improvements.
- Manage individual travel and sales budget in line with performance targets.
- Support internal knowledge-sharing and cross-department collaboration on Asilia Africa's competitive positioning and agent/partner needs.

## QUALIFICATIONS & EXPERIENCE

- Minimum five (5) years of professional experience in the African travel industry, preferably in a commercial, sales, or partnership management role.
- Strong network and working knowledge of the East African travel trade landscape.
- Proven ability to manage B2B accounts and grow partner performance through strategic engagement.
- Experience in identifying and building new commercial channels or segments is a strong plus.
- Excellent communication, presentation, and storytelling abilities—especially when translating operational strengths into agent benefits.




## QUALIFICATIONS & EXPERIENCE

- Strong proficiency in Microsoft Office (especially Excel and PowerPoint), with the ability to analyse account data, prepare agent performance reports, and deliver polished client presentations.
- Skilled in using CRM platforms for managing the sales pipeline, tracking agent engagement, and generating commercial insights.
- Familiarity with BI tools such as Power BI or similar platforms, with the ability to interpret data dashboards and use insights to inform sales strategy.
- Digitally confident and professional across communication across collaboration platforms.
- High integrity, passion for conservation-driven travel, and a self-starting mentality.

If interested and qualified for this role, please email a copy of your CV and a full motivational letter detailing why you are the right candidate to vacancies@asiliaafrica.com