



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 – Southern Africa

LOCATION:

Cape Town

REPORTS TO:

Head of Agent
Relationships

POSITION OVERVIEW

The Agent Relationship Manager – Southern Africa is a commercially driven role responsible for fuelling new business growth, reactivating dormant accounts, and driving long-term value from existing trade partners. Reporting to the Head of Agent Relationships, this position plays a critical role in shaping Asilia’s market presence by promoting not only its world-class camps and lodges but, crucially, its comprehensive destination management service.



KEY RESPONSIBILITIES

New Business Development & Expansion

- Identify and qualify high-potential new trade partners across Southern Africa that align with Asilia’s premium safari positioning and DMC service offering.
- Spearhead outreach campaigns and relationship-building with a clear focus on converting new partners who value integrated, full-service ground handling across East Africa.
- Craft compelling pitches that clearly articulate Asilia’s DMC proposition—emphasizing logistical expertise, seamless end-to-end itinerary management, technical resources, conservation impact, and value-added services.
- Strategically re-engage dormant or lapsed partners, customizing re-introduction efforts to showcase improvements and service innovations.
- Attend trade shows, roadshows, and targeted industry events to generate new leads and elevate awareness of Asilia as a DMC partner of choice.

Account Growth, Relationship Management & DMC Exposure

- Grow and maintain strong relationships with existing agent partners by usage of Asilia’s full-service safari planning and DMC support.
- Position Asilia’s value proposition consistently in every touchpoint—from product updates and trainings to account reviews and marketing collaborations.
- Develop customized strategies to help agents confidently sell a broader range of services, deepening their reliance on Asilia as a one-stop, expert-led safari partner.
- Co-develop sales enablement tools, training content, and digital assets that clarify the distinction and advantage of Asilia’s offering.

Strategic Sales Planning & Market Intelligence

- Monitor and report on market trends, competitor offerings, and evolving buyer expectations related to full-service safari planning and operational delivery.
- Share insights with the broader Agent Relationship team to shape global messaging around the Asilia’s services and its application in other markets.
- Deliver market-specific business reviews, including performance metrics, new acquisition KPIs, reactivation efforts, and service uptake.

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’s positioning and agent needs.



QUALIFICATIONS & EXPERIENCE

- Minimum of 5 years' experience in African travel industry.
- Proven ability to sell and position complex services, ideally within luxury travel, safari operations, or destination management sectors.
- Strong B2B relationship development and solution-based selling skills that focus on long-term partner enablement over transactional wins.
- Deep familiarity with the Southern African safari trade landscape; existing contacts or a relevant network are highly desirable.
- Track record of securing new trade partnerships and reactivating dormant relationships with measurable commercial outcomes.
- Excellent communication, presentation, and storytelling abilities—especially when translating operational strengths into agent benefits.
- 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 and collaboration platforms.
- High integrity, passion for conservation-driven travel, and a self-starting mentality.

Required Work Practices

- Across all interactions, promote the image of the sales team as a best-in-class externally with our clients and 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 a significant role in how we define ourselves and set ourselves apart. We place a 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
- When staff events happen within working hours it will be compulsory to attend
- Attend all Training & Development programs as required.



Conditions and Working Hours

- You are required to work 9 hours per day including an hour lunch break. The working hours are determined according to the team set-up with flexibility.
- Overtime may be required during peak periods for which you will be compensated with time off in lieu.
- You will be required to travel for work from time to time, this may include traveling internationally to host agent fam trips, attending ARM and Asilia offsite meetings and functions as well as attending and representing Asilia at trade shows locally and possibly abroad. You should be aware upfront that these trips may last anywhere from a few days to a few weeks.
- A valid driver's license and your own, reliable mode of transport is a requirement
- When staff events happen within working hours you are required to attend