



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:

Marketing &
Procurement
Coordinator

LOCATION:

Cape Town,
South Africa

REPORTS TO:

Head of Brand
Marketing

POSITION OVERVIEW

We are seeking a commercially minded and detail-oriented Marketing & Procurement Co-ordinator to support brand growth while ensuring marketing investments are strategically managed and operationally efficient.

The Marketing & Procurement Co-ordinator will play a dual role supporting brand development and executing marketing procurement processes across our camps and lodges portfolio. This role bridges creativity and commercial discipline — ensuring campaigns are executed beautifully, on time, and within budget. The ideal candidate combines strong brand instincts and supplier management skills.

RESPONSIBILITIES AND DUTIES

BRAND AND MARKETING SUPPORT

- Support the development and execution of brand and campaign strategies with the Senior Marketing Manager.
- Ensure brand consistency across all touchpoints, including lodges, sales materials, and digital platforms.
- Manage timelines and workflows between internal teams and internal/external agencies and freelancers.
- Track campaign performance and prepare post-campaign reporting.

PROJECT TRACKING & COORDINATION

- Facilitate project kick-off meetings between strategy, creative, copy, and digital teams. Set-up meetings, invite correct stakeholders, take minutes and follow-up on actions post-meeting
- Track project timelines and deliverables across content, creative concept and design
- Keep briefs and project files organized and accessible across the team
- Follow up on tasks, flag delays, and escalate issues where support is needed to keep projects on track.
- Weekly start and end recap shared via email

MARKETING PROCUREMENT SUPPORT

- Manage procurement processes in support of the Senior Procurement Manager for marketing materials including print production, branded collateral, photography, videography, merchandise, and lodge collateral.
- Negotiate pricing and contracts with creative agencies, printers, production houses, and suppliers.
- Maintain approved supplier lists and evaluate vendor performance.
- Monitor procurement budgets with the Senior Procurement Manager and track spend against forecasts.
- Raise purchase orders and ensure accurate invoice processing.
- Identify cost efficiencies without compromising brand standards.



SKILLS & REQUIREMENTS

Essential:

- 3–5 years' experience in brand management, marketing operations, or procurement.
- Experience in hospitality, travel, tourism, or luxury lifestyle brands preferred.
- Strong commercial and budget management skills.
- Excellent negotiation and supplier management ability.
- High attention to detail and strong project management skills.
- Proficiency in Microsoft Office (especially Excel)

PERSONAL ATTRIBUTES

- Highly organised and proactive.
- Commercially astute with a creative mindset.
- Calm under pressure with strong multitasking ability.
- Strong interpersonal skills and ability to work across departments.

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 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 a high value on living these values in everyday work practices. These values are genuine, honesty, quality, commitment, and care.
- When staff events happen within working hours it will be compulsory to attend

CONDITIONS AND WORKING HOURS

- You will be required to work in the Cape Town office from Monday – Friday. You are required to work 9 hours per day including an hour lunch break. The working hours are 08h00 to 17h00 with some flexibility.
- You will be required to work alternative South African public holidays, for which you may be compensated with time off in lieu
- Overtime may be required during peak periods, for which you may be compensated with time off in lieu.
- You will be required to travel for work from time to time.