



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:

Digital Community
Coordinator

LOCATION:

Cape Town, South Africa

REPORTS TO:

Senior Digital Marketing
Manager / Social
Strategist & Insights
Manager

POSITION OVERVIEW

At Asilia, we believe that every guest experience is part of a much bigger story, one that connects people, places, and purpose. We’re looking for a Community Coordinator to support how we engage with guests and brand followers across reviews and social platforms.

This is a hands-on role focused on responding to guest feedback, engaging in online conversations, brand reputation and community growth, to ensure every interaction reflects the Asilia brand.

You’ll play an important role in making sure guests feel heard, valued, and connected to our experiences, while also sharing useful feedback with internal teams. The role ensures brand engagement is strengthened, shapes Asilia’s voice and visibility, and captures sentiment and insights to enhance the brand’s reputation and overall guest experience.

This is a key role in ensuring that Asilia Africa not only listens to guest feedback but actively participates in and shapes conversations across the broader digital landscape
South Africa

RESPONSIBILITIES:

GUEST REVIEW MANAGEMENT

- Monitor and respond to guest reviews across platforms (GuestRevu, TripAdvisor, Google, Trustpilot, etc.)
- Ensure responses are timely, thoughtful, and in a tone that reflects Asilia's authenticity, empathy, and professionalism.
- Flag and escalate more complex or sensitive issues to relevant stakeholders and teams.
- Help track and report common feedback themes and recurring issues.
- Support the collection of reviews for individual camps as well as brand servicing through relevant platforms.
- Support a process to identify and respond accordingly to guests staying at multiple camps leaving multiple reviews.
- Identify past guests to support repeat bookings and referrals through thoughtful, personalised communication.

SOCIAL COMMUNITY MANAGEMENT (OWNED PLATFORMS)

- Monitor and respond to comments and direct messages across Asilia's social media platforms (Instagram, Facebook, LinkedIn, YouTube and emerging platforms such as Tik Tok)
- Identify frequently asked questions to feed insights back to relevant teams.
- Moderate discussions to maintain a positive and respectful community environment.
- Ensure responses are timely and the tone of voice is adapted appropriately to each platform (e.g. conversational on Instagram, professional on LinkedIn)
- Propose new engagement formats and platform features to encourage deeper audience interaction.

GUEST AND COMMUNITY ENGAGEMENT

- Engage thoughtfully with feedback and posts from partners, guests and the wider travel community to strengthen Asilia's voice and visibility.
- Build brand recognition to support organic reach through participation in industry conversations and comment sections.
- Identify opportunities to join relevant trends and cultural moments online.



CROSS FUNCTIONAL COLLABORATION

- Work closely with marketing, sales, operations, and guest relations, ensuring guest feedback informs decision-making at every level.
- Build relationships with camp managers, staff, and sales team to extract key guest information to deepen engagements.
- Partner with the content and digital teams to showcase authentic guest stories, testimonials, and user-generated content.
- Identify potential reputational risks, surfacing real-time insights to relevant stakeholders.
- Support crisis communications, helping to manage guest-facing narratives and maintain brand integrity.

INSIGHTS & REPORTING

- Track key themes and conversations around safari travel, sustainability, conservation, and evolving guest expectations.
- Track review performance metrics (volume, ratings, sentiment trends) and report to key stakeholders.
- Summarise guest feedback through reviews and community comments to identify recurring themes, patterns, and opportunities for improvement.
- Identify opportunities for growth on platforms where Asilia currently has limited presence.
- Support monthly and quarterly insight reports to provide a clear view of guest sentiment, brand reputation, and experience trends.

SKILLS AND ATTRIBUTES FOR GUEST ENGAGEMENT ASPECT

- **Good Judgement:** Able to connect guest and community feedback to wider business goals and brand strategy.
- **Social Media Platforms:** Comfortable with social media platforms, algorithms and engagement mechanics.
- **Strong writing skills:** Clear, thoughtful communicator who can adapt tone depending on the situation and platform.
- **Strong Communication:** Confident representing the brand publicly in real-time conversations.
- **Data + Analysis:** Comfortable interpreting data to generate actionable insights.
- **Customer-centric:** Empathetic and attentive to guest needs, with the ability to handle both positive and negative feedback in a calm, and helpful way. A proactive mindset, not just reactive.
- **Collaborative:** Works well with others and is happy to work across different teams.
- **Calm Under Pressure:** Able to stay composed when dealing with complaints or more sensitive situations.
- **Organised and proactive:** Able to manage multiple feedback channels at once.

EXPERIENCE AND QUALIFICATIONS

- 1-3 years of experience in customer-facing, hospitality, or digital role.
- Experience writing or responding on behalf of a brand with attention to detail.
- Ideally a background in Sales, Marketing, Communications, or Customer Experience.
- 1-3 years written communication experience.
- Experience in analytics, CRM, or data reporting tools an advantage.
- Strong understanding of digital and social platforms (All social channels + platforms such as GuestRevu, TripAdvisor, Google Reviews etc.)

Initial



COMPANY 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 will be required to work in the Asilia Cape Town office from Monday – Friday. 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 may be required to travel for work from time to time.