



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:

East Africa Specialist

LOCATION:

South Africa (remote
if outside Cape Town)

REPORTS TO:

Head of Retail Sales

POSITION OVERVIEW

As an East Africa Specialist, you will be responsible for designing and selling tailor-made luxury safari experiences throughout East Africa. You will manage the guest journey from initial enquiry through to booking confirmation, delivering expert advice, exceptional service and seamless communication while achieving individual sales targets.

RESPONSIBILITIES AND DUTIES

- Design personalised luxury safari itineraries tailored to each guest's interests, travel style and budget.
- Manage the complete sales journey from enquiry through to booking confirmation.
- Build strong guest relationships through expert advice, proactive communication and exceptional service.
- Achieve individual revenue, conversion and booking targets while maintaining strong average booking values.
- Maintain accurate quotations, booking information and CRM records across HubSpot and reservation systems.
- Ensure smooth operational handovers through accurate booking documentation and timely completion of confirmations.
- Develop expert knowledge of Asilia's camps, East African destinations and industry trends.
- Collaborate effectively with Sales Operations, Guest Services and internal departments to deliver a seamless guest experience.
- Contribute to continuous improvement by sharing ideas, supporting colleagues and embracing new processes and technology.
- Represent the Asilia brand professionally, living our values in every guest and colleague interaction.

SKILLS AND EXPERIENCE

Essential

- Minimum 5 years' experience selling East African safaris.
- Minimum 10 years' experience in an African inbound retail sales environment.
- Proven success in achieving sales targets.
- Strong consultative sales and itinerary design skills.
- Excellent written and verbal communication.
- Outstanding organisational and time management skills.
- Strong commercial awareness and attention to detail.
- Experience using CRM systems (HubSpot advantageous).

PERSONAL ATTRIBUTES

- Passionate about African travel.
- Guest-focused and commercially driven.
- Highly organised and detail orientated.
- A confident communicator.
- Proactive and accountable.
- Collaborative and supportive.
- Adaptable and eager to learn.

SUCCESS IN THE ROLE MEASURED BY ABILITY TO BE ABLE TO:

- Achieve individual sales and booking targets.
- Deliver exceptional guest satisfaction.
- Convert enquiries into confirmed bookings.
- Maintain high booking accuracy and attention to detail.
- Meet agreed turnaround times.
- Build lasting guest relationships while contributing positively to team performance.

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 are required to work 9 hours per day, Monday – Friday including an hour lunch break. The working hours are 08h00 to 17h00 with some flexibility.
- You will be required to be available after hours and on weekends (i.e., on standby occasionally) as and when needed. This includes checking online booking platforms for possible last-minute arrivals/bookings (on a rotational basis within the team).
- 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.
- We operate a 24/7 emergency phone that rotates between consultants for which you take full responsibility according to a roster for 1 week at a time. Overtime may be required during peak periods.
- You will be required to travel for work from time to time.