



## JOB DESCRIPTION

CityBlue Hotels is an emerging hospitality partner operating hotels in Kenya, Rwanda, Uganda and Zambia and has established a regional Sales & Marketing head office in Nairobi. In the endeavour to grow the brand into a formidable industry player, we are looking to recruit a Sales Representative.

**Designation:** Sales Representative

**Station:** Nairobi with scheduled visits to Mombasa

**Reporting to:** Group Sales and Marketing Manager

**Position Summary:** The Sales Representative will contribute in the designing and implementation of sales and marketing strategies to grow brand visibility, occupancies and reinforce the financial objectives of the hotel in Mombasa.

### Requirements

- Minimum of 2 years verifiable sales experience (preferably in the hospitality industry)
- Tertiary education in business, marketing, economics or related field
- English language proficiency: fluent (both spoken and written)
- Superior communication and reporting skills
- Competency in Microsoft applications
- Creative thinking
- A working knowledge of Nairobi's business community

### Duties & Responsibilities

- Conduct daily heavy prospecting of new clients
- Identify leads, manage prospects and acquire new business
- Consistently meet quota and revenue goals
- Compile weekly sales reports and give daily updates on activities
- Assist in the organising of promotional events
- Conduct market research and analyse consumer rating reports/questionnaires
- Communicate directly with clients and build lasting relationships
- Maintain client records
- Manage marketing collateral, report usage and place requests for more
- Coordinate the production and dissemination of a wide range of marketing communications
- Research and analyse market conditions and opportunities
- Provide assistance to line manager and participate in implementation of sales and marketing strategies as needed

This document is the tool against and by which the employee's performance will be evaluated and managed. Applicants should send their CV along with a cover letter to [karanja.nzisa@citybluehotels.com](mailto:karanja.nzisa@citybluehotels.com) on or before 16th April 2019. Successful candidates will be contacted and called in for interviews on 29<sup>th</sup> April 2019.