



ALL AFRICA CONFERENCE OF CHURCHES (AACC) VACANCY ANNOUNCEMENT

POSITION: SALES AND MARKETER

REPORTING TO: DTCC /HOTEL GENERAL MANAGER

BACKGROUND:

The AACC is a fellowship of 217 Member Churches and Christian Councils in 43 African countries. The organization has its Secretariat in Nairobi, Kenya, a Regional Office in Lome, Togo and a Liaison Office to the African Union in Addis Ababa, Ethiopia.

The organization has a 100 - room hotel with state of the art conference rooms, and gym. Management is looking for a self-motivated Sales and Marketer to support in the efficient running of the hotel.

Job Purpose

The Sales Executive is responsible for promoting the hotel's accommodation, food and beverage outlets, conference facilities, banqueting services, and special events to achieve revenue and occupancy targets. The role is also responsible for managing the hotel's digital marketing activities, including social media, website content, email marketing, and online reputation management, to enhance the hotel's brand visibility and generate business leads. During the pre-opening phase, the Sales Executive will support the hotel's market entry strategy by building corporate relationships, establishing an online presence, and implementing marketing campaigns ahead of the official opening.

Key Responsibilities

Sales and Business Development

- Identify and develop new business opportunities across the corporate, government, NGO, diplomatic, travel trade, education, and leisure markets.
- Conduct regular sales visits to prospective and existing clients.
- Build and maintain strong relationships with corporate organizations, travel agents, tour operators, event planners, and conference organizers.

- Prepare and submit competitive quotations and business proposals.
- Negotiate accommodation, conference, and event contracts within approved pricing guidelines.
- Maintain an up-to-date client database and sales pipeline.
- Achieve monthly, quarterly, and annual sales targets.
- Participate in trade exhibitions, tourism fairs, networking events, and business forums.
- Conduct regular market intelligence and competitor analysis.

Conference, Banqueting and Events Sales

- Promote conference facilities, meeting rooms, weddings, and special event packages.
- Coordinate site inspections and hotel tours for prospective clients.
- Work closely with the Food & Beverage Manager and Executive Chef to prepare event proposals and menus.
- Ensure smooth handover of confirmed events to the operations team.
- Follow up with clients after events to obtain feedback and encourage repeat business.

E-Marketing and Digital Marketing

- Develop and implement the hotel's digital marketing strategy.
- Manage the hotel's social media platforms (Facebook, Instagram, LinkedIn, X, TikTok, and other relevant channels).
- Create engaging content, including photographs, videos, promotional graphics, and marketing copy.
- Coordinate website updates, ensuring accurate information on rooms, restaurants, events, offers, and promotions.
- Plan and execute email marketing campaigns targeting corporate clients and past guests.
- Monitor online booking channels and recommend promotional campaigns to increase direct bookings.
- Support search engine optimization (SEO) and search engine marketing (SEM) initiatives.
- Track and analyse digital marketing performance using relevant analytics tools.
- Coordinate digital advertising campaigns and monitor return on investment (ROI).

Brand Management

- Ensure all marketing materials are consistent with the hotel's brand identity.
- Coordinate the design and production of brochures, flyers, banners, and promotional materials.
- Maintain a library of high-quality photographs and promotional content.
- Support media engagements and public relations activities.
- Assist in organizing promotional events and hotel launches.

Online Reputation Management

- Monitor guest reviews on online travel agencies and review platforms.
- Respond promptly and professionally to online guest reviews in consultation with management.
- Monitor customer feedback on social media and other digital channels.
- Prepare periodic reports on online reputation and recommend service improvements.

Customer Relationship Management

- Maintain regular contact with existing clients to encourage repeat business.
- Prepare client visit schedules and follow-up reports.
- Develop customer loyalty initiatives.
- Maintain accurate customer records within the hotel's customer relationship management (CRM) system.
- Resolve customer concerns promptly and professionally.

Financial and Administrative Responsibilities

- Prepare monthly sales reports and forecasts.
- Monitor achievement of sales targets.
- Assist in preparing the annual sales and marketing budget.
- Manage approved marketing expenditure effectively.
- Maintain proper records of contracts, quotations, and client correspondence.
- Prepare weekly activity reports for management review.

Pre-opening Responsibilities

- Conduct market research and identify target customer segments.
- Develop the hotel's annual Sales and Marketing Plan.
- Establish relationships with key corporate accounts, government agencies, travel agents, tour operators, and event planners before opening.
- Create and launch the hotel's official social media pages and digital marketing platforms.
- Coordinate the development of the hotel's website and online booking presence.
- Develop promotional campaigns for the hotel's launch and soft opening.
- Prepare marketing collateral, including brochures, rate cards, corporate profiles, and sales presentations.
- Participate in the planning and execution of the hotel's launch event and familiarization visits.

Collaboration with Other Departments

- Work closely with the Front Office Manager to maximise room occupancy and corporate accommodation business.
- Coordinate with the Food & Beverage Manager to market restaurants, bars, conferences, and banqueting services.
- Liaise with the Executive Chef to promote special dining events and seasonal menus.
- Work with the Housekeeping and Maintenance teams to ensure facilities presented to clients meet hotel standards.
- Support Finance by ensuring accurate billing information for corporate accounts and contracted clients.

Key Performance Indicators (KPIs)

The Sales Executive will be evaluated on:

Sales Performance

- Achievement of monthly and annual revenue targets.
- Number of new corporate accounts secured.
- Growth in conference and banqueting business.
- Corporate account retention rate.
- Number of sales calls and client visits completed.

Marketing Performance

- Growth in website traffic.
- Increase in direct bookings.
- Social media audience growth and engagement.
- Digital campaign performance and return on investment.
- Number of qualified sales leads generated through digital channels.

Customer Service

- Client satisfaction levels.
- Repeat business from corporate clients.
- Response time to customer enquiries.
- Online review ratings and reputation management performance.

Financial Performance

- Marketing budget compliance.
- Revenue generated from promotional campaigns.
- Cost per lead and campaign effectiveness.

Qualifications

- Bachelor's Degree in Marketing, Hospitality Management, Business Administration, Tourism Management, Communications, or a related field.
- Diploma in Sales and Marketing or Hospitality Management may be considered with significant relevant experience.
- Professional certification in Digital Marketing, Social Media Marketing, or Customer Relationship Management is an added advantage.

Experience

- Minimum of three (3) years' experience in hotel sales, hospitality marketing, or business development.
- Proven experience in digital marketing and social media management.
- Experience in conference and banqueting sales is highly desirable.
- Experience in a hotel pre-opening environment will be an added advantage.
- Familiarity with hotel reservation systems, CRM software, and online booking platforms is desirable.

Skills and Competencies

- Strong sales, negotiation, and presentation skills.
- Excellent communication and interpersonal abilities.
- Digital marketing and social media management skills.
- Content creation and copywriting abilities.
- Customer relationship management.
- Business development and networking skills.
- Data analysis and reporting.
- Budgeting and planning skills.
- Computer proficiency, including Microsoft Office, CRM systems, social media management tools, and website content management systems.
- Ability to work independently and achieve targets.

Personal Attributes

- Results-oriented with a strong commercial mindset.
- Self-motivated and proactive.
- Creative and innovative.
- Professional appearance and conduct.
- Strong attention to detail.
- Excellent organizational and time-management skills.
- Adaptable to a dynamic pre-opening environment.
- High integrity and commitment to customer service.

Working Conditions

- Based at the hotel premises with regular travel for client visits, networking events, trade exhibitions, and promotional activities.
- Flexible working hours, including evenings and weekends, when attending events or supporting hotel promotions.

Pre-opening Deliverables

Within the first three months of appointment, the Sales Executive shall:

- Develop and implement the hotel's Sales and Marketing Plan.
- Establish a database of key corporate, government, NGO, travel trade, and event clients.
- Secure accommodation, conference, and event bookings ahead of the hotel's opening.
- Launch and manage the hotel's website and official social media platforms.
- Develop promotional materials, digital content, and advertising campaigns.
- Coordinate the hotel's opening marketing campaign and media engagement.
- Build relationships with online travel agencies and corporate booking partners.
- Prepare monthly sales forecasts and performance reports for management.
- Support the successful execution of the hotel's soft opening and official launch.

WORK STATION: AACC Desmond Tutu Conference Centre / Hotel, Nairobi - Kenya.

START DATE: 1ST OCTOBER, 2026.

DURATION OF EMPLOYMENT: One (1) year renewable based on satisfactory performance

APPLICATION:

- 1) Applications should be accompanied by:
 - i. A Cover Letter.
 - ii. Detailed Curriculum Vitae including Names and Addresses of 3 (three) referees.
 - iii. Certified copies of all qualifications.
 - iv. Filled Job Application Form.

- 2) Interested candidates who meet the above criteria should send their applications to.

THE GENERAL SECRETARY
ALL AFRICA CONFERENCE OF CHURCHES
P.O BOX 14205 – 00800 WESTLANDS, NAIROBI KENYA
Or email to: hr-applications@aacc-ceta.org

SUBMISSION:

The deadline for submission is on 28th August, 2026. Only short-listed applicants meeting the above requirements will be contacted.

SUB OFFICES:

African Union Liaison Office: Ledta Sub-City, Woreda 03,
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