



JOB ADVERTISEMENT

Sales Manager x 1

Introduction

Applications are invited from suitably qualified and experienced personnel to fill the position of **Sales Manager** for the Rainbow Tourism Group RSA Commercial Office. The successful candidate will be based at the RTG Commercial Office in Johannesburg, Republic of South Africa. The role is responsible for driving revenue growth, developing strategic business relationships, identifying new market opportunities, and promoting RTG products and services across the South African and regional markets.

The position reports to the RSA Commercial Services Manager.

PRINCIPAL RESPONSIBILITIES:

- 1) Ensure achievement of RTG sales revenue targets through the implementation, monitoring, and execution of sales initiatives.
- 2) Participate in the development and execution of the RTG Sales and Marketing Plan and budget in line with corporate objectives.
- 3) Conduct market intelligence and competitor analysis to identify opportunities and maintain RTG's competitive advantage.
- 4) Develop and implement innovative sales packages and strategic partnerships targeting key market segments.
- 5) Drive the promotion of RTG products and services through strategic selling, relationship management, and telesales activities.
- 6) Execute and implement Group revenue generation strategies and promotional campaigns.
- 7) Maintain close liaison with the Line Manager and Hotel Operations Teams on market trends and innovative revenue-generating initiatives.
- 8) Manage and convert sales enquiries through effective cross-selling and coordination with Reservations and Operations teams.
- 9) Identify, develop, and secure new business opportunities within the corporate, leisure, MICE, travel trade, and government sectors.
- 10) Produce accurate and timely sales, market, and performance reports to support decision-making and performance monitoring.
- 11) Promote and cross-sell products and services across the RTG portfolio, including Heritage Expeditions Africa, Gateway Stream, RTG Virtual Partners, and other subsidiaries.
- 12) Initiate, negotiate, and manage mutually beneficial strategic partnerships to strengthen market presence and drive revenue growth.

- 13) Work closely with the other Managers in implementing revenue generation strategies and commercial initiatives.
- 14) Sell and promote RTG products and services within designated markets and territories.
- 15) Formulate, implement, and monitor departmental budgets in accordance with approved corporate guidelines.
- 16) Develop and maintain strong relationships with corporate clients, travel agents, tour operators, conference organisers, and other key stakeholders.
- 17) Ensure RTG remains the preferred hospitality brand through effective market positioning and customer relationship management.
- 18) Perform any other duties that may be assigned from time to time in line with the requirements of the position.

PERSON SPECIFICATION

- Holder of a Bachelor's Degree in Sales and Marketing, Tourism Management, Business Management, Hospitality Management, or a related field.
- Minimum three (3) years' experience in a similar sales management or business development role.
- Strong knowledge of strategic sales, marketing, customer relationship management, and business development.
- Demonstrated experience in corporate sales, consumer insights, market intelligence, and channel development.
- Strong negotiation, networking, presentation, and interpersonal skills.
- Proven ability to drive revenue growth and achieve sales targets in a competitive environment.
- Passion for digital marketing with appreciation of booking engines, Online Travel Agents (OTAs), and revenue generation platforms.
- Knowledge of Global Distribution Systems (GDS), channel managers, and hospitality technology platforms.
- Strong leadership, innovation, creativity, and problem-solving abilities.
- High levels of integrity, professionalism, and commercial acumen.
- Excellent written and verbal communication skills.
- Computer literacy and proficiency in Microsoft Office applications.
- Tourism, hospitality, travel trade, or related industry experience will be an added advantage.
- Holder of a valid driver's licence with at least two years' driving experience.
- Ability to work effectively with diverse stakeholders and multicultural teams.

All applications accompanied by a detailed CV should be submitted to;

The Chief Human Capital Officer
RTG Corporate Office
RSA Sales & Commercial Services Office
Johannesburg, RSA

Or

Email: recruitment@rtg.co.zw by not later than 15 July 2026.