



SANBONA WILDLIFE RESERVE  
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JOCK SAFARI LODGE  
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**INTERNAL/ EXTERNAL  
VACANCY ADVERTISEMENT**

**Job Title:** Revenue and Reservations Manager  
**Department:** Sales and Marketing

**Date:** 23<sup>rd</sup> August 2022  
**Position reports to:** Sales and Marketing Manager

**1. Minimum criteria required:**

- Degree or equivalent in Hospitality/ Revenue Management/ Financial Management
- Extensive Background in Reservations and Revenue management. Significant background in Front Office Management of a luxury five-star property/lodge
- 5 Years of experience in overseeing the hospitality Reservations and Revenue operations of a luxury 5-Star Lodge

**2. Key performance areas of this position include:**

- Takes accountability for the performance of the Reservations functions for both: Sanbona Wildlife Reserve and Jock Safari Lodge
- Effectively manages processes and systems that enable guests to be comfortably accommodated to the highest standards of the Lodges
- Ensures that all Revenue Reports, Daily Pick-Up reports, Strategy Adjustment reports are accurately produced within the specified deadlines
- Effectively utilises Yield Management software and tools to monitor the performance of the Lodges and its 3rd Party Distributors
- Responsible for best practice standards to include: competitor analysis; environmental scanning; market modelling; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concepts
- Assist in the distribution and negotiation of all trade/ STO contracts when required
- Create and develop pricing strategies in conjunction with the individuality of each Lodge
- Evaluate performance of distribution partners and contracted rates (OTA, FIT, tour operator, corporate, groups, etc.)
- Responsible for assessing, analysing and pricing group business strategies
- Ensure web site booking process is maintained up-to-date and functional
- Manage, update and implement tactical promotion across all OTA channels as identified and in line with the selling strategy
- Conduct rates audit on all 3rd party platforms (OTA's and web listings) to ensure that there are no rates parity discrepancies within the marketplace
- Rates load on all OTA and listing channels (including WETU)
- Working with the HOD's, ensures that all strategies, policies, processes and standards affecting the guests are complete and documented to guide and direct activities
- Assists the Sales and Reservations Manager to develop, implement and monitor systems and methods that capture and communicate guests' preferences, likes and dislikes as appropriate without compromising their privacy
- Regularly check the input and the quality of data (segmentation, denials tracking, etc.) points
- Perform competitive benchmark studies and follow market trends
- Oversee and audit the standards and operations of the Reservations department
- Works with Sales and Marketing Manager to prepare and propose the annual budgets for the Department's needs and activities
- Manage the Debtors book

- Ensures that REVPAR targets are consistently achieved

**Competencies required:**

- Ability to effectively communicate with others in English (written and spoken)
- High levels of abstract reasoning
- Proficient in use of digital communication tools
- Proficient in the interpretation of Guest Feedback metrics
- Proficient in understanding use of Yield-Management and Occupancy forecasting techniques
- Proficient in the application of Up-Sell and Cross-Sell strategies
- Proficient in the creation and analysis of Market Studies
- Proficient in property specific reservations and revenue software to ensure that Occupancy and Rate are maximised
- Proficient in the use of Rate-Building software and methods
- Proficient in the application of Financial good practice
- Proficient in negotiating cost of Distribution
- Proficient in the management of the various booking channels
- Proficient user of Microsoft Office software applications
- Ability to work independently without receiving detailed instructions
- Conversant with specialist hospitality terminology
- Demonstrates high levels of resilience in demanding environments
- Operational Finance knowledge
- High levels of mental endurance

*Sanbona and Jock shall apply the employment equity principles as set out in the Employment Equity policy and Plan. Interested applicants should submit CV's to [careers@sanbona.com](mailto:careers@sanbona.com) AND [hrofficer@sanbona.com](mailto:hrofficer@sanbona.com)*

Closing date: 30<sup>th</sup> September 2022

**CONSENT TO PROCESS YOUR INFORMATION:**

By sending us your application, Curriculum Vitae, academic records, qualifications, or any other personal information as defined by POPIA:

1. You have disclosed up to date and accurate records; and
2. You agree to us keeping your records in our data base as per our Retention Policy.

**Declaration:**

Please note that if you do not receive a response from us within two weeks, please consider your application unsuccessful. By agreeing to the terms herein, you give Sanbona and Jock the authority to process your personal information. This consent will remain valid until such time as we have received instructions from you to request, subject to any applicable law and where appropriate, the correction, updating or deletion of your personal information held by us. You further acknowledge and declare that all personal information supplied to Sanbona and Jock is accurate, up to date, not misleading and complete in all respects.