

Careers at Kapama

Sales & Revenue Analyst – Kapama Pretoria Head Office

Kapama Private Game Reserve is seeking a commercially focused Sales & Revenue Analyst to support the Sales & Marketing division through structured data analysis, revenue monitoring, forecasting, and OTA channel management.

This role will provide revenue intelligence across all source markets, identify performance gaps, and support strategic decision-making. The position reports directly to the Head of Sales & Marketing and works closely with the international sales managers. The position is based at our Head Office in Pretoria.

ROLE OBJECTIVE

To analyse sales and revenue performance across markets, segments, agents, and distribution channels, and to provide clear, data-driven insights that support revenue growth, market optimisation, and strategic focus. This role carries responsibility for revenue reporting accuracy, commercial analysis, and management of online sales channels (OTAs).

QUALIFICATIONS

- Bachelor's degree in Finance, Accounting, Economics, Data Analytics, or related field.
- Minimum 3–5 years' experience in financial analysis, revenue analysis, or commercial reporting.
- Advanced proficiency in Microsoft Excel (essential).
- Strong ability to build financial models, forecasts, and dashboards.
- Experience managing OTAs or online distribution channels (advantageous).
- Strong numerical reasoning and analytical capability.

REPORTING STRUCTURE

- Reports directly to the Head of Sales & Marketing.
- Works closely with Senior Sales Managers across all markets.
- Sales managers are required to submit structured performance data to this role.

CORE RESPONSIBILITIES

1.) Sales and Market Performance Analysis

- Analyse revenue performance by source market, lodge, segment, agent, and DMC.
- Identify underperforming markets, segments, and accounts and provide recommendations.
- Monitor booking pace, pick-up trends, occupancy performance, and seasonality.
- Provide forward-looking revenue forecasts based on pipeline and historical data.
- Support the Head of Sales & Marketing in setting realistic and data-driven targets.

Sales & Revenue Analyst – Kapama Pretoria Head Office

2.) Sales Team Reporting & Commercial Intelligence

- Receive and consolidate performance data from sales managers.
- Maintain structured reporting dashboards for management review.
- Produce monthly commercial performance reports highlighting:
 - Revenue vs target
 - Market contribution
 - Account production
 - Pipeline risk
 - Trade show and FAM trip ROI
- Identify revenue gaps and redirect sales focus where required.

3.) OTA & Online Channel Management

- Manage all Online Travel Agent (OTA) platforms.
- Load and maintain rates in the internal administration system.
- Ensure rate parity and accuracy across all channels.
- Monitor OTA performance, commissions, and profitability.
- Analyse online booking trends and recommend tactical adjustments.
- Maintain relationships with OTA account managers where required.

4.) Revenue Optimisation & Pricing Support

- Assist with rate analysis and discount monitoring.
- Evaluate profitability by distribution channel.
- Identify margin erosion risks and recommend corrective action.
- Support promotional and tactical campaign analysis.

5.) Data Integrity & Systems Management

- Maintain accuracy of CRM and reservation data.
- Consolidate data from multiple systems into structured reporting tools.
- Improve reporting efficiency through automation and Excel modelling.

KEY COMPETENCIES

- Highly analytical and detail-oriented
- Commercially aware and revenue-focused
- Process-driven and structured
- Able to interpret data and communicate clear conclusions
- Independent and accountable
- Confident engaging with sales managers and senior leadership

EMPLOYMENT DETAILS

- Based at Kapama Head Office, Pretoria (Lynnwood Glen)
- Office-based role
- Standard working week: Monday to Friday
- Market-related salary based on experience
- Pension fund included

Applications to: christiaan.steyn@kapama.co.za

Closing date: Friday, 1 May 2026

Shortlisted candidates will complete a practical Excel and analytical competency assessment during the interview process.

Qualification certificates must be presented at the interview.

Kapama Private Game Reserve applies the principles of the Employment Equity Act.