



Careers at Kapama

SENIOR SALES CONSULTANT

Kapama Private Game Reserve is seeking an experienced senior sales professional from the luxury safari or high-end hospitality sector to lead and expand key international source markets.

This is a revenue-driven role focused on increasing global market share, strengthening high-value agent partnerships, and growing production from key DMC accounts.

The position is based at our Head Office in Pretoria and requires extensive international travel.

ROLE OBJECTIVE

To increase international revenue by securing new luxury agency partnerships, expanding existing accounts, and strengthening Kapama's position within the competitive Greater Kruger luxury market.

This role carries direct revenue accountability across allocated global markets.

The ideal person must be well-presented and needs to be an individual who can travel independently and extensively during the year to destinations both locally and abroad. Strong administration is a must, and the ideal candidate must be able to think creatively to grow our market presence.

QUALIFICATION

- Minimum 5–7 years' experience in luxury safari, lodge sales, or high-end inbound tourism.
- Proven track record of growing international sales markets.
- Established relationships within the global luxury travel trade (advantageous).
- Strong understanding of the Greater Kruger competitive landscape.
- Demonstrated ability to win and grow high-value accounts.
- High level of independence and accountability.
- Strong negotiation and presentation skills.
- Proficiency in Excel, PowerPoint, and CRM systems.

CORE RESPONSIBILITIES

International Sales Growth

- Develop and execute focused annual sales strategies for assigned international markets.
- Identify and convert high-producing luxury and boutique agencies.
- Increase production from existing accounts through structured engagement plans.
- Conduct regular in-market sales calls, roadshows, trade show participation & client presentations.
- Drive measurable year-on-year revenue growth across allocated regions.
- Track performance by account and adjust strategy where required.

Luxury Trade & Relationship Management

- Build strong relationships with agency owners, senior travel designers, and product managers.
- Secure preferred partner status within targeted agencies.
- Position Kapama competitively against other luxury safari properties.
- Lead and host high-level FAM trips for top-producing agents.



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KNOWLEDGE, EXPERIENCE AND SKILLS REQUIRED

DMC Account Management:

- Maintain structured engagement with key inbound DMC partners.
- Increase share of business within priority DMC accounts.
- Ensure Kapama remains top-of-mind for high-end safari proposals.
- Conduct product updates and rate negotiations where required.

Commercial Oversight & Reporting:

Maintain accurate CRM records of all sales activity and pipeline.

- Report monthly on:
 - Revenue performance vs targets
 - Pipeline value
 - Agent production
 - Trade show ROI
- Contribute to annual forecasting and budget planning.

PERSONAL ATTRIBUTES

- Commercially focused and results-driven
- Confident in representing a premium brand internationally
- Structured, disciplined, and strategic
- Relationship-focused but performance-oriented
- Comfortable operating in a competitive luxury environment

EMPLOYMENT DETAILS

- Based at Kapama Head Office, Pretoria (Lynnwood Glen)
- Extensive international and domestic travel required
- Market-related salary aligned with senior-level experience
- Pension fund included

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

Closing date: Friday, 1 July 2026

Shortlisted candidates will complete a 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.