



## VACANCY

# CORPORATE DIRECTOR OF REVENUE AND DISTRIBUTION

### ABOUT ENVI Lodges

**ENVI Lodges** is an experiential outdoor hospitality brand and management company, operating luxurious lodges that deliver exceptional hospitality. ENVI specializes in villas, safari tents and tented villas that are immersed in nature. The brand follows high standards of sustainability, with every lodge operated based on ENVI's seven sustainability pillars, which include the mindful use of resources, support for local communities, and enhancement of biodiversity. ENVI believes the future of tourism relies on the creation of meaningful nature-centric experiences that contribute to the wellbeing of travelers, regenerate the environment, and create purpose-driven experiences that are transformational for its guests. With upcoming openings planned for 2026 across Zanzibar, Saudi Arabia and South Africa, ENVI continues to expand its footprint in extraordinary natural landscapes.

### THE ROLE

**ENVI Lodges** is seeking a Director of Revenue and Distribution responsible for building, owning, and optimising ENVI Lodges' commercial infrastructure. This is a senior leadership role overseeing Revenue Management, Distribution, Sales Strategy, and Commercial Performance across all properties, ensuring alignment between each lodge's realities and the overarching ENVI brand strategy.

The regional Sales & Marketing Managers/Directors will report to this role. The position requires a rare blend of strategic thinking, hands-on execution, and an entrepreneurial mindset, with the ability to operate effectively at both the lodge and corporate levels within a lean start-up environment.

### RESPONSIBILITIES

#### 1. Revenue Management & Strategy

- Develop and implement revenue management strategies for all ENVI Lodges.
- Set and manage pricing structures, seasonal rate strategies, and yield management.
- Maximise, monitor and analyse ADR, RevPAR, GOP, occupancy, and pace on a property-by-property basis.
- Establish forecasting, budgeting, and performance reporting standards.
- Ensure revenue strategies are realistic and executable at the lodge level.
- Provide hands-on revenue support to lodges during pre-opening, ramp-up, and stabilisation phases.

#### 2. Distribution & Channel Management

- Design and manage ENVI Lodges' global distribution strategy across direct channels, DMCs, tour operators, travel designers, OTAs and selected wholesale partners and partners such as Preferred Hotels and Beyond Green.
- Drive and optimise channel mix to protect brand positioning and profitability.
- Lead OTA strategy, including content, rate parity, promotions, and ROI analysis.
- Oversee channel contracts, commissions, and commercial terms.
- Ensure seamless integration between PMS, CRS, channel managers, and booking platforms (within current infrastructure constraints).
- Assess and evolve the software infrastructures, Implementation of new software and technology.



# VACANCY

## CORPORATE DIRECTOR OF REVENUE AND DISTRIBUTION

---

### RESPONSIBILITIES

#### **3. Sales Leadership & Commercial Direction**

- Provide strategic leadership to regional Sales & Marketing Managers/Directors.
- Define clear sales priorities, market segmentation, and target accounts.
- Align sales efforts with revenue and distribution strategies.
- Set commercial KPIs and performance benchmarks for sales teams.
- Support key account relationships and high-value partnerships where required.
- Ensure consistent commercial standards across regions while allowing flexibility for local market realities.

#### **4. Brand, Positioning & Commercial Alignment**

- Ensure pricing, distribution, and sales strategies align with ENVI Lodges' brand positioning and individual properties.
- Work closely with Brand & Marketing to ensure:
  - Accurate brand representation across all channels.
  - Consistent storytelling and value proposition.
  - Strong alignment between campaigns and commercial objectives.
  - Guide lodge-level teams on how brand positioning translates into daily sales and guest engagement.

#### **5. Start-Up Infrastructure & System Development**

- Build commercial systems, tools, and processes suited to a growing start-up environment.
- Prioritise simplicity, scalability, and practicality over unnecessary complexity.
- Identify gaps in current infrastructure and propose phased solutions.
- Support the selection and implementation of future revenue, CRM, and distribution tools.
- Develop SOPs, playbooks, and templates for sales, revenue, and distribution teams.

#### **6. Lodge-Level Engagement & Support**

- Maintain a strong understanding of each lodge's operational reality.
- Work closely with Lodge Managers and Operations to ensure commercial strategies are grounded and achievable.
- Provide training, coaching, and guidance to on-property teams on pricing, upselling, and commercial awareness.
- Act as a mentor and commercial sounding board for lodge leadership.

#### **7. Pre-Opening & New Project Support**

- Lead commercial strategy for new lodge openings and rebrands.
- Define go-to-market strategies, rate structures, and distribution plans.
- Support sales activation, agent engagement, and launch campaigns.
- Ensure commercial readiness prior to opening.

---

### REQUIREMENTS

#### **Qualifications & Experience**

- Minimum 10–15 years' experience in senior commercial, revenue, or distribution roles.
- Strong background in luxury hospitality, safari lodges, boutique hotels, or experiential travel brands.
- Proven experience managing multi-property revenue and distribution strategies.
- Demonstrated success working in entrepreneurial, lean, or start-up environments.
- Experience leading and developing senior sales teams across regions.
- Strong understanding of both B2B trade distribution and direct-to-consumer strategies.

#### **Key Skills & Competencies**

- Strategic thinker with strong commercial acumen, analytical and financial skills.
- Highly hands-on, resilient, adaptable, solutions-driven and execution-focused.
- Comfortable building structure from limited existing infrastructure.
- Excellent leadership, coaching, and communication abilities.
- Able to move seamlessly between corporate strategy and lodge-level realities.
- Strong relationship builder with internal and external stakeholders.

