

# ENVI

AL NAKHEEL



## VACANCY

### SALES & MARKETING MANAGER

Al Ahsa, Kingdom of Saudi Arabia

#### ABOUT ENVI Al Nakheel

**ENVI Al Nakheel** located in Al Ahsa, one of the world's largest oasis and a UNESCO World Heritage Site, ENVI Al Nakheel is an escape beneath the shade of hundreds of palm trees. Our intimate lodge offers 25 pool villas and thoughtfully curated experiences in wellness, culture, and family connection.

#### THE ROLE

**ENVI Al Nakheel** is seeking an experienced Sales & Marketing Manager.

The Sales & Marketing Manager will play a pivotal a role in the strategic sales and marketing initiatives to drive ENVI brand awareness, market positioning, and revenue growth. Drawing on a strong background in luxury travel and hospitality, the Sales & Marketing Manager collaborates with internal teams and external partners to implement impactful sales and marketing plans aligned with the brand's sustainability mission and guest experience standards.

#### RESPONSIBILITIES

##### **Sales Strategy and Management Development**

- Provide strategic input and support in developing sales plans to reach target markets.
- Cultivate and maintain partnerships with key travel agencies, tour operators, and B2B clients.
- Identify and recommend new market opportunities, both domestic and international.
- Assist in preparing sales forecasts and performance insights for management review.
- Develop and execute comprehensive sales strategies to meet or exceed revenue targets.
- Identify and cultivate relationships with key travel agents, tour operators, and other partners.
- Identify and secure new business opportunities.
- Monitor market trends, competitor activities, and customer feedback.
- Prepare and present sales forecasts, budgets, and performance reports.

##### **Marketing & Brand Visibility**

- Support the creation and rollout of digital and print campaigns to position the lodge as a premier luxury destinations.
- Collaborate with the marketing team and external agencies to ensure consistency in brand messaging.



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### RESPONSIBILITIES

- Recommend content for brochures, digital platforms, and promotional materials.
- Represent the brand in trade shows, exhibitions, and industry events where applicable.
- Create and implement innovative marketing campaigns to promote the safari camps across various platforms, including digital, print, and social media.
- Collaborate with external agencies and vendors for content creation, public relations, and advertising.
- Oversee the design and production of promotional materials, including brochures, videos, and online content.
- Coordinate and attend international travel fairs, exhibitions, and sales missions to represent ENVI Al Nakheel.

#### **Guest Experience and Product Development**

- Offer feedback on existing guest experiences and recommend improvements based on market trends and guest expectations.
- Ensure sales and marketing efforts align with the operational delivery of promised experiences.
- Work closely with the operations team to ensure the lodge delivers an exceptional guest experience that aligns with marketing promises.
- Develop unique, high-quality guest experiences and packages tailored to various guest segments.
- Collect and analyse guest feedback to continuously improve offerings.

#### **Performance Monitoring & Reporting**

- Provide monthly activity reports summarizing key client interactions, lead generation, and conversions.
- Recommend adjustments to campaigns or sales strategies based on performance data and feedback.
- Share market insights and competitor analysis to inform future strategies.

#### **Sustainability and Conservation**

- Champion the lodge's commitment to sustainability in all marketing and sales activities.
  - Collaborate with organizations and initiatives to enhance the lodge's reputation as responsible tourism operators.
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### REQUIREMENTS

#### **1. Education and Experience:**

- Bachelor's Degree or Diploma in Marketing, Business Administration, Tourism or related field.
- Minimum of 5 years of experience in sales and marketing, within the hospitality industry.
- Proven track record of achieving sales targets and driving revenue growth.
- Strong network within the travel and tourism industry, particularly in the luxury segment.
- Strong understanding of branding, digital marketing, and destination marketing.
- Experience working in the Middle East or GCC is essential.

#### **2. Innovative and Communication Skills:**

- Excellent communication and interpersonal skills.
- Exceptional negotiation and presentation skills.
- Ability to think strategically and creatively in a fast-paced environment.

#### **3. Attention to Detail and Integrity:**

- Meticulous attention to detail to ensure accuracy in marketing reporting and analysis.
- Critical thinking, problem-solving, and analytical abilities.
- High ethical standards and integrity in handling company information, ensuring confidentiality and data security.

