ENVI LODGES

CORPORATE

VACANCY

SALES AND DIGITAL MARKETING MANAGER

Overview

ENVI Lodges is a wellbeing-driven outdoor hospitality brand, managing immersive natural retreats that restore guests through their connection with the environment. ENVI's lodges comprise individual units, villas, safari tents and pods, designed to immerse guests directly in the landscape. The brand's approach to wellbeing adapts to what that landscape offers. The principle stays constant: restoration comes from nature itself. This is supported by ENVI's seven sustainability pillars, which guide everything from the mindful use of resources to support for local communities and the enhancement of biodiversity, ensuring that guest wellbeing and ecosystem health are treated as one system.

ENVI sells through the travel trade, online travel agencies and its own direct channels, with a Corporate Team supporting each property as the group continues to grow.

The Role

ENVI Lodges is looking for a highly organised and creative Sales and Digital Marketing Manager to support the day-to-day sales and digital activity across the portfolio. This is a full-time, remote position, ideally suited to a candidate based in South Africa, who will work closely with the ENVI Sales, Marketing and Brand teams in South Africa, as well as colleagues across the wider Corporate Team.

The first priority is to keep online distribution, OTA and channel management, and e-commerce running smoothly, ensuring that rates, availability, content and offers are accurate across all channels and that online interest converts into bookings.

Alongside the sales support function, the role will create and coordinate content for the ENVI brand and its properties, maintain accurate and effective CRM data, and help the team manage projects, timelines and follow-up. The successful candidate will work closely with the Director of Sales and colleagues across Sales, Revenue, Marketing and Brand.

Key Responsibilities

1. SALES SUPPORT, OTA, CHANNEL MANAGEMENT AND E-COMMERCE

- Provide day-to-day sales support and administration, allowing the Director of Sales and Property Sales Managers to focus on business development and key partner relationships.
- Manage ENVI's online travel agency presence, keeping listings, rates, availability, images, descriptions and promotions accurate and appealing across Booking.com, Expedia and other online channels.
- Work with the Revenue and Reservations teams in the channel manager and OTA extranets to load rates, restrictions and offers correctly and on time.
- Carry out regular rate-parity and content checks across ENVI Lodges websites, booking engines, OTAs and wholesale partners, following up on any issues.
- Plan and set up online promotions and flash-sale campaigns with OTA and promotional partners, and track their results.
- Review the online booking journey and identify opportunities to improve conversion from website visit to enquiry and direct booking.
- Monitor OTA performance, rankings and guest review scores, and recommend actions to improve visibility and conversion.
- Prepare and update sales materials, including rate sheets, fact sheets, offers and agent flyers, and support trade shows, agent events, familiarisation trips and sales representatives.

Key Responsibilities

2. CONTENT CREATION AND BRAND SUPPORT

- Create and edit social media posts, reels, short videos and campaign assets for each property and the Corporate Team, adapting content for Instagram, Facebook, YouTube, LinkedIn, paid advertising, newsletters, websites and OTA listings.
- Maintain social media calendars for each property and the Corporate Team, ensuring content is planned and delivered on time.
- Build and maintain an organised image and video library across the portfolio.
- Work with the Brand team and Marketing Manager on copy and storytelling, follow brand guidelines and obtain the required approvals before content is published.
- Brief agency partners and supply approved creative for social publishing and Meta and Google campaigns, then review results with the relevant team members.
- Write and upload website content, including offers, wellness pages and packages, and prepare newsletters for guests and the travel trade.
- Monitor and respond to comments and direct messages, passing sales enquiries promptly to the appropriate person.
- Support influencer and content creator collaborations, reviewing applications and helping identify suitable partners.

3. CRM MANAGEMENT

- Work closely with the Marketing & CRM Manager to keep the CRM accurate, complete and properly segmented for newsletters, markets, sales representatives and events.
- Maintain regular CRM routines, including daily enquiry logging, weekly data checks and ongoing data clean-ups.
- Ensure social media and website enquiries are correctly recorded in the CRM and followed through by the relevant team until resolved or converted.
- Make routine CRM updates to contacts, companies, lists, forms and landing pages.

4. PROJECT COORDINATION AND ACCOUNTABILITY

- Help the team track projects, timelines, responsibilities and deadlines, ensuring that actions have clear owners and are followed up.
- Coordinate briefs, approvals and deadlines with agency partners and suppliers, attend meetings where required and follow up on agreed actions.
- Keep shared project plans and task boards up to date, and flag potential delays or risks early.
- Support the Brand team in prioritising requests and meeting deadlines through an agreed briefing process.

5. REPORTING AND PERFORMANCE MONITORING

- Prepare weekly reports covering OTA and e-commerce performance, social media, paid advertising, website, email and CRM activity.
- Monitor key results, identify trends or issues and recommend practical improvements to online performance, content and processes.

Requirements

ESSENTIAL

- At least 3 years' experience in hotel or travel e-commerce, online distribution or digital marketing, ideally within luxury hospitality.
- Hands-on experience with OTA extranets such as Booking.com and Expedia, a channel manager and a booking engine, with a strong understanding of rate parity and online distribution.
- A good understanding of how travellers research and book online, and of e-commerce within the tourism industry.
- A strong social media and content background, supported by examples of content created personally, including reels and short-form video.
- Experience with Meta Business Suite and Ads Manager, Google Ads and Google Analytics 4 (GA4).
- Experience using a CRM system and maintaining accurate, well-organised data.
- Good design and editing skills using Canva and a mobile video-editing tool such as CapCut or similar.
- Strong organisation and project coordination skills, with the ability to manage multiple priorities and deadlines.
- Excellent written English and an understanding of storytelling and the tone expected of a luxury brand.

ADVANTAGEOUS

- A degree or diploma in marketing, e-commerce, digital media or tourism.
- Experience with HubSpot, including CRM, email marketing and landing pages; HubSpot Academy certifications would be an advantage.
- Previous revenue management or reservations experience.
- Experience with Adobe Creative Cloud, including Photoshop, Premiere Pro or Lightroom, and photography skills.
- Basic website content management experience, such as WordPress, and knowledge of SEO.
- Knowledge of the luxury and wellness travel market.
- Additional language skills, such as French, German, Arabic, Russian or Italian.

PERSONAL ATTRIBUTES

- Highly organised and diligent, with a strong eye for detail.
- Proactive and self-motivated, with the ability to identify what needs attention and follow it through.
- Creative and interested in luxury hospitality, wellness and guest experience.
- A warm and clear communicator, comfortable working with colleagues and partners across different time zones.
- Calm under pressure, flexible, willing to learn and open to feedback.

How to Apply

Please submit your CV, a short cover letter and a link to your content portfolio, including social media accounts, reels or videos you have created, to careers@envilodges.com. Use the subject line “Sales and Digital Marketing Manager”. Applications should be submitted by 30 November 2026. Only shortlisted candidates will be contacted.