



WE ARE HIRING!

Sales and Business Development Manager

Location: Ezulwini, Eswatini

Employment type: Full Time

Salary: Competitive salary package depending on experience

Closing: 15 October 2026

Help Grow an Organisation that Creates Adventures that Change Lives

Do you enjoy building relationships, creating opportunities and turning ideas into successful partnerships?

All Out Africa is one of Southern Africa's leading providers of volunteer, educational and experiential travel. Every year we connect volunteers, students, schools, universities and travellers from around the world with meaningful conservation, community and adventure programmes that create lasting impact for both people and wildlife.

As our organisation continues to grow and diversify, we are seeking an ambitious, commercially minded and highly organised Sales and Business Development Manager to lead our commercial growth.

This is far more than a sales role. You will help shape the future direction of the organisation by developing new markets, strengthening international partnerships, improving our customer journey, introducing better business systems, and leading our marketing and business development activities.

You will also provide strategic oversight and leadership to our Digital Content & Social Media Co-ordinator, ensuring that our marketing activities are aligned with commercial objectives and consistently generate high-quality enquiries and bookings.

This is an exciting opportunity for someone who enjoys combining strategic thinking with practical execution and who wants to make a genuine difference through travel, conservation and education.



About All Out Africa

All Out Africa operates across Southern Africa and delivers:

- International volunteer programmes
- Educational travel experiences
- School expeditions
- University field courses
- Conservation research programmes
- Safaris and adventure travel
- Lodges and accommodation
- Community and conservation initiatives through the All Out Africa Foundation

Our participants come from around the world, and our partners include universities, schools, travel agencies, NGOs and conservation organisations.

Your Mission

Your role will be to grow participation across our programmes while building the systems, partnerships and commercial processes that support sustainable long-term growth.

You will lead our sales and business development activities while ensuring our marketing efforts effectively generate enquiries, strengthen our brand and maximise bookings.

Key Responsibilities

Sales & Customer Experience

- Lead the management of enquiries from prospective travellers and organisations.
- Convert enquiries into confirmed bookings through professional, responsive and personalised communication.
- Continuously improve the customer journey from first enquiry through arrival.
- Ensure an exceptional customer experience throughout the sales process.

Business Development & Partnerships

- Develop and manage relationships with travel agencies, universities, schools and referral partners worldwide.
- Identify and secure new commercial partnerships and distribution channels.
- Expand our international network of agents and institutional partners.
- Represent All Out Africa professionally with existing and prospective partners.
- Develop initiatives that increase enquiries, bookings and revenue.

Custom Groups & New Opportunities

- Develop tailored educational and volunteer programmes for schools, universities and private groups.
 - Lead proposal preparation, pricing and itinerary development.
 - Identify new commercial opportunities, products and markets.
 - Work closely with operational teams to ensure successful programme delivery.
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Marketing Leadership

- Provide strategic oversight of the Digital Content & Social Media Manager.
- Ensure marketing campaigns support business development priorities.
- Help shape messaging, positioning and promotional strategy across the organisation.
- Monitor marketing performance and ensure activities generate measurable commercial outcomes.
- Identify opportunities to strengthen the All Out Africa brand internationally.

CRM, Systems & AI Integration

- Lead implementation and continual improvement of CRM and customer management systems.
- Develop efficient processes for managing enquiries, bookings, customer communication and partner relationships.
- Introduce AI tools and automation that improve productivity, reporting and customer service.
- Improve organisational workflows through technology and better business systems.
- Ensure accurate customer and partner data for effective reporting and decision-making.

Reporting & Commercial Performance

- Monitor lead generation, conversion rates and booking trends.
- Produce regular reports on sales performance, partnerships and marketing effectiveness.
- Recommend improvements based on commercial data and customer insights.
- Develop KPIs that support business growth.

What Success Looks Like

Within your first 12 months you will have helped achieve:

- Increased participant numbers across our programmes.
- Higher enquiry-to-booking conversion rates.
- New international partnerships with schools, universities and travel organisations.
- A CRM system that provides clear commercial insights.
- Better integration between sales, marketing and operations.
- More efficient business processes through AI and automation.
- Strong leadership and development of the Digital Content & Social Media Manager role.

What We're Looking For

We're looking for someone who is:

- Commercially minded and entrepreneurial.
 - An excellent relationship builder.
 - Highly organised and able to manage multiple priorities.
 - Analytical and comfortable making decisions using data.
 - Curious about new technology and AI.
 - A confident communicator with excellent written and verbal English.
 - Practical, proactive and solutions focused.
 - Comfortable working both strategically and hands-on.
 - Passionate about travel, conservation, education or social impact.
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Experience & Qualifications

Essential:

- Degree or diploma in Business, Marketing, Tourism, Communications or a related discipline.
- Experience in business development, sales, partnerships, tourism, education or customer success.
- Experience leading projects or coordinating teams.
- Excellent presentation and communication skills.
- Strong organisational and project management abilities.
- Confidence using CRMs, digital platforms and AI tools.

Desirable:

- Experience in international education, youth travel or tourism.
- Experience managing partner networks.
- Experience overseeing marketing or digital communications.
- Experience implementing CRM or business systems.
- Experience with AI integration into business processes.

Why Join All Out Africa?

This role offers the opportunity to help shape one of Southern Africa's leading experiential travel organisations.

You will work alongside passionate conservationists, educators and tourism professionals while helping create meaningful experiences that benefit communities, wildlife and travellers alike.

As the organisation grows, there will be significant opportunities to take increasing responsibility for commercial strategy, partnerships and organisational development.

If you are excited by international travel, conservation, education and building meaningful partnerships—and want to help grow an organisation that changes lives—we would love to hear from you.

To apply, please send your CV and a brief cover letter explaining why you are interested in the role, together with three professional references, to jobs@alloutafrica.com.
