



**POSITION:** Commercial Manager

**ORGANISATION:** African Parks Congo

**LOCATION:** Nagero, Democratic Republic of Congo

**REPORTING TO:** Park Manager

**EXPECTED START DATE:** *As soon as possible*

**BACKGROUND:**

African Parks is a non-profit conservation organization that takes on the complete responsibility for the rehabilitation and long-term management of national parks in partnership with governments and local communities. We currently manage 22 national parks and protected areas in 12 countries covering over 20 million hectares in: Angola, Benin, Central African Republic, Chad, the Democratic Republic of Congo, Malawi, Mozambique, Republic of Congo, Rwanda, Zambia, Zimbabwe and South Sudan.

**JOB OVERVIEW:**

African Parks Congo, engaged in the protection and rehabilitation of the Garamba National Park in the Democratic Republic of Congo, is looking for a dynamic Commercial Manager who will be responsible for devising and implementing best-suited, sustainable and efficient revenue streams that are critical to ensure the park's long-term viability.

**MAIN ROLES & RESPONSIBILITIES:**

**Tourism**

- Negotiate and supervise all relevant third-parties tourism agreements.
- Manage, develop and maximize our current partnership with tourism operators in the Democratic Republic of Congo.
- Design, set-up and run first tourism products, with a view to target national and niche international market and develop innovative offers, taking inspiration from and capitalize on successful, outstanding offers developed in other APN Parks such as Zakouma, Chad or Akagera).

- Devise and implement a marketing and communication plan in collaboration with APN Head Office to boost Garamba's visibility as a top nature and wildlife destination in the Democratic Republic of Congo.
- Coordinate with Operations and Conservation Departments to scale up existing facilities and research related tourism attractions.
- Recruit, train and manage staff, with a focus on local workforce and field-guide development.
- Build and manage key relationships with tour operators, travel trade partners and other key role players in tourism, while ensuring synergies and economies of scale with other APN parks.
- Manage and coordinate all guided tourism activities, with a focus on quality, safety and guest satisfaction.
- Manage and ensure tourist revenue collection as well as associated administrative requirements such as indemnity forms, entry and exit permits, etc.
- Monitor and manage efficiencies within all tourism operations to maximize net revenues.
- Manage and maintain appropriate customer feedback mechanisms and market surveys
- Maintain and develop key visitor information for the park e.g. newsletter, Facebook page, Trip Advisor, web pages, road signage, and media publications.
- Report performance (visitor statistics, revenues, P&L, etc.) on a monthly and annual basis

### **Business Development**

- Implement and manage case studies to identify the best suited Income Generating Activities to develop throughout the park.
- Investigate and, if relevant, implement carbon sales in coordination with APN Head Office Business Development.
- Identify funding partners as well as private or institutional investors.
- Design, develop and manage MoAs with implementing partners.
- Identify and exploit synergies with regional partners (WCS, WWF, etc.) with the objective to develop sustainable value chains at a national level.
- Ensure and maximize market access and distribution.
- Ensure quality monthly and annual reporting to Park Manager.

### **KEY RELATIONSHIPS:**

- Park Manager
- Heads of Department
- APN Head Office
- Fundraising, African Parks
- Institutional and private donors
- Public authorities

## **EDUCATION AND EXPERIENCE:**

- 5 years' experience of business development in Africa with proven outstanding results.
- At least a Degree in Tourism Management or related field.
- Deep understanding of African markets and tourism markets.
- Strong marketing, managing and administration capacities with successful previous experience(s).
- Demonstrable experience in project management.
- Strong analytical and organizational skills.
- Very good communication skills and ability to defend project.
- Proven ability to innovate.
- Result driven with a strong capacity to work autonomously.
- Team player with capacity to work with multicultural and multi background teams.
- High adaptability and capacity to work in remote areas.
- Strong personal integrity and dependability.
- Computer literate (Excel, PowerPoint).
- Good report writing.
- Ability to produce professional written materials both in English and French for promotional and information purposes.

## **HOW TO APPLY:**

To apply, please email your CV and cover letter to [centralafrica.hr@africanparks.org](mailto:centralafrica.hr@africanparks.org) by Saturday, 12<sup>th</sup> November 2022. Please mention the position name in the subject line of the email.

In case you do not hear from us within two weeks after the closing date, this means that your application was not successful.

We thank you for your interest in working for African Parks.