

NOTES

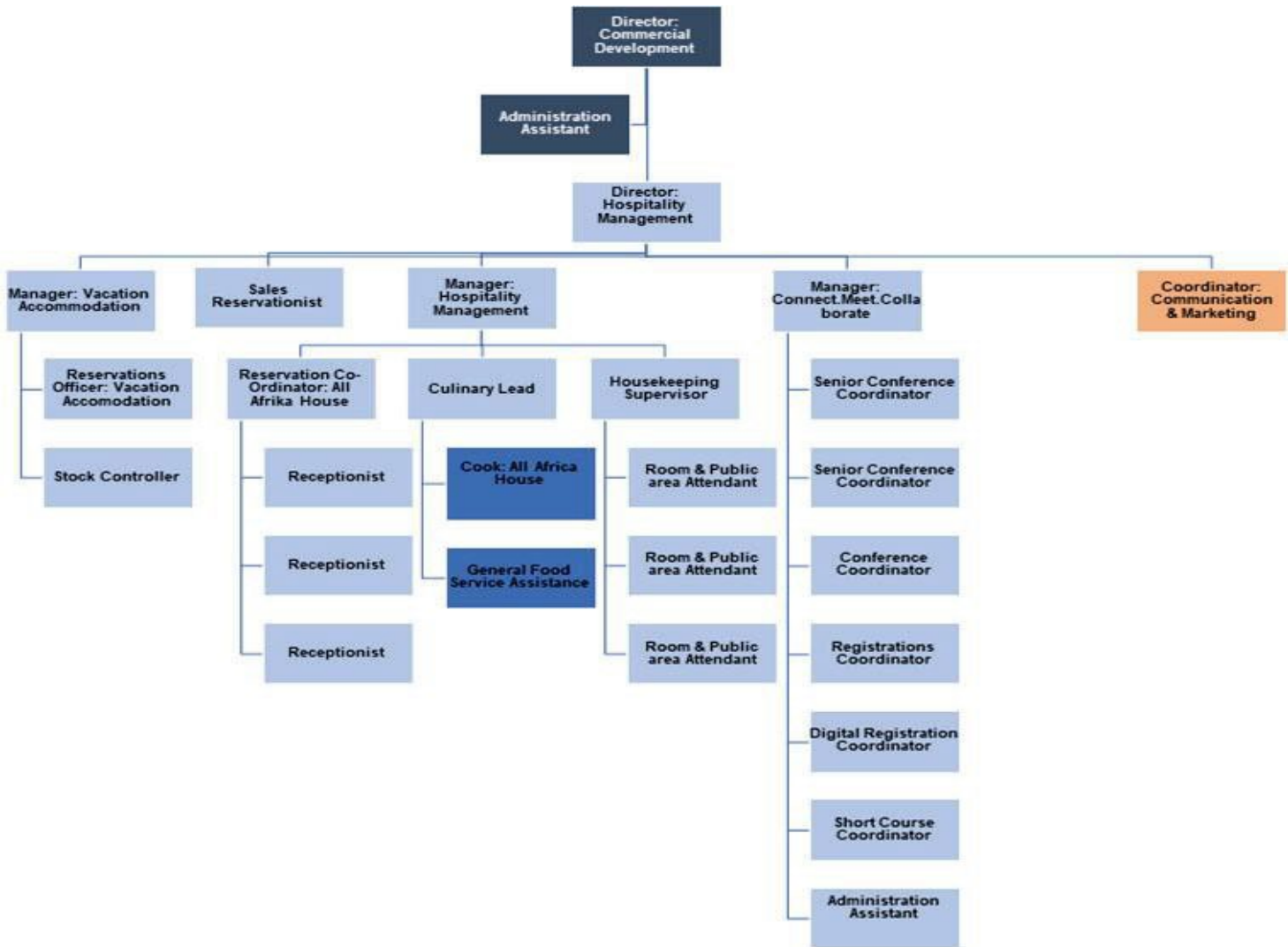
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Sales Reservationist : Comdev		
Job title (HR Business Partner to provide)			
Position grade (if known)		Date last graded (if known)	
Academic faculty / PASS department	Finance Department		
Academic department / PASS unit	Commercial Development Department		
Division / section	Commercial Development Department		
Date of compilation	06 August 2025		

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



PURPOSE

The Sales Reservationist is a hybrid role that combines proactive sales and business development responsibilities during off-peak seasons with reservation and guest services support during peak Vacation Accommodation periods. The role exists to help drive new business to the Commercial Development hospitality portfolio while ensuring operational support during high-demand periods.

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Sales & Business Development	45%	<ul style="list-style-type: none"> Identify and pursue new corporate, academic, and group sales opportunities across All Africa House, Vacation Accommodation, and the Conference Management Centre. Participate in sales calls to acquire new business and/or close on business. Conduct outbound sales calls, email campaigns, and client visits (where applicable). Serve as the Department's authority on sales processes and sales contracts. Meeting and exceeding sales targets. Conduct site visits to residences. Keep sales data up to date and recommend activities to management to increase effectiveness of each account. Grow influential contracts within an organisation, through quarterly reviews of their production/stats, and by ensuring that all contracts are been executed as per the Terms and Conditions agreed by both parties and continuously monitor contractual adherence to Negotiation skills with prospective clients and understanding their needs in order to cater to them. Updating your meetings on the management system. Building solid relationships and rapport with clients.. Assist in packaging and pricing development for off-season offerings and special campaigns. Support partnerships with external platforms, travel agents, and regional partners. 	<ul style="list-style-type: none"> Develop and implement a strategic sales plan for the various hospitality and leasing portfolio. Increase market share of our guests, production companies, holiday makers, and bookers. A steady increase in revenue generation.. Improved brand awareness. Management to be aware of any limitations which could be causing revenue loss. Provides access to a database that can be used to market our offering to. Begin growing our market segmentation, thus penetrating into new markets. Create a sustainable stream of income through the use of contracts that advance the departments profitability. Readily available information on productivity levels, and client engagement.

2	Relationship Management	15%	<ul style="list-style-type: none"> • Schedule meetings with guests, group organizers, tour operators, travel agents, production companies, Faculties and Department of Student Accommodation to discuss specific requirements for their bookings. • Build and maintain a database of prospective clients and follow up on leads from previous guests, events, and networks. • Follow up on non-payment for bookings and overdue accounts. • Monitor the effective resolution of guest issues that arise as a result of the sales process by creating mechanisms to channel issues to appropriate stakeholders 	<ul style="list-style-type: none"> • To forge mutually beneficial relationships with our stakeholders, and improve our customer deliverables. • To maximize profitability and keep bad debt to a minimum. • Building a trust relationship with our stakeholders ensuring that they have a solid contact within our department. • Ensuring that guest needs are met, thus increasing the likelihood of repeat business.
3	Reporting & Coordination	5%	<ul style="list-style-type: none"> • Maintain and update guest databases, lead tracking, and sales pipeline reports. • Provide weekly updates on sales activity and conversion rates. • Work closely with the Marketing Coordinator to support promotional campaigns and guest outreach 	<ul style="list-style-type: none"> • Sales activity report submitted every Friday • Monthly sales performance summary highlighting lead sources, conversion ratios, and value of bookings closed. • Coordinated campaign calendars with aligned messaging. • List of targeted outreach contacts aligned to each campaign • Record of outreach results and feedback from prospective clients • Booking system updated in real-time with minimal errors. • Accurate data to support occupancy and revenue reports

4	Booking Administration and Management	25%	<ul style="list-style-type: none"> • Manage individual and group bookings via email, phone, and the booking system. • Manage accommodation availability and allocations based on individual requirements. • Send out relevant documentation (confirmation letters, payment details etc. • Liaise with housekeeping and operations to ensure room readiness and special guest requests are met. • Maintain accurate records of bookings, cancellations, and guest communication in the system for submission to the vacation accommodation manager/ Director. • Assist with the refund process: <ul style="list-style-type: none"> ○ Prepare documentation including letter stating refund, statement etc, submit to Vacation accommodation manager prior to submitting to Finance. • Process sales orders and payments, arrange deliveries and offer after-sales support. • Prepare information for booking materials, to maintain an accurate record of all customer documentation. • Assist with check-in preparation, communication of arrival details, and guest documentation. 	<ul style="list-style-type: none"> • Drive sales through guaranteeing bookings. • Ensure legal compliance with legislation. • Ensure that information is updated regularly and is accurate and relevant. • Ensure that all opportunities to land a sale is taken. • Maintain accurate guest files and information. • All students that are occupying our facilities meet the minimum requirements. • Relevant documents for deposit capturing are completed accurately. • Bill preparation is done timeously and accurately. • Audit-compliant reservation logs for Vacation Accommodation
5	Reception and general Admin Duties	10%	<ul style="list-style-type: none"> • Over and above the duties listed in this job description, the position may be required to perform other duties that may reasonably be expected of them within the division from time to time. • Due to the nature of the work, this position may be required to work overtime including public holidays, weekends, and periods where the University may be closed for academic purposes. 	<ul style="list-style-type: none"> • Adequately service the division. • To create greater synergy within the Commercial Development.

MINIMUM REQUIREMENTS

Minimum qualifications	Higher Certificate or Diploma in Hospitality, Tourism, Sales, or related field (NQF Level 5 or higher)			
Minimum experience (type and years)	<ul style="list-style-type: none"> • Minimum 2-3 years' recent and relevant sales management experience. • Lodging sales experience • Account management experience • Proven track record of converting leads and managing bookings • Tourism management • Experience with property management or reservation systems preferred 			
Skills	<ul style="list-style-type: none"> • Excellent customer relation skills • Strong verbal and written communication skills with ability to speak to customers and suppliers in a precise, professional manner. • Computer Literacy: MS Word, MS Excel, MS Outlook, PowerPoint. • Time Management Skills • Impeccable attention to detail • Experience with CRM tools, sales trackers, or hospitality systems advantageous • Be in possession of a valid driver's license, proven experience as a driver, and should have access to a vehicle. • Conflict management skills 			
Knowledge	<p>The following would be advantageous:</p> <ul style="list-style-type: none"> • Knowledge and experience in the hospitality industry (ie Hotels). • Working knowledge of Hospitality Property Management system (Hotelier). • Ability to prove their ability to drive sales targets and acquire new business. <p>The following is required:</p> <ul style="list-style-type: none"> • Understanding of customer contracts. • Sales Ability: Persuasiveness - Using appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and clients. • Sales Disposition - Demonstrating the traits, inclinations, and outlooks that characterize successful salespersons; exhibiting behavior styles that facilitate adaptation to the demands of the sales role. • Sales Implementations - Driving and supporting the implementation of sales strategies and systems; seeking and taking appropriate actions on feedback; taking responsibility for implementation success. 			
Professional registration or license requirements	None.			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	<ul style="list-style-type: none"> • Strong customer service orientation • Proactive sales mindset with attention to follow-through • Highly organised with good time management • Ability to adapt between operational and sales functions • Team player with strong interpersonal skills • Ability to work under pressure during peak periods 			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Accuracy and attention to detail	2	Time management	2
	Information management	2	Adaptability/flexibility	2
	Communication skills (written and verbal) and interpersonal skills	2	Computer literacy	2
	Planning and organising	2	University Awareness	2

SCOPE OF RESPONSIBILITY

Functions responsible for	<ul style="list-style-type: none"> As specified in the position description under key performance areas.
Amount and kind of supervision received	<ul style="list-style-type: none"> This post will report into the Hospitality Director who will provide a certain degree of supervision; however, the position should be able to carry out functions assigned with a relative degree of autonomy.
Amount and kind of supervision exercised	<ul style="list-style-type: none"> This position has no direct reports.
Decisions which can be made	<ul style="list-style-type: none"> Decisions that arise during the day-to-day execution of their assigned responsibilities.
Decisions which must be referred	<ul style="list-style-type: none"> Potential risks to the unit. Any decisions relating to eligibility, contractual obligation or policy. All decisions not directly related to the roles and responsibilities as assigned.

CONTACTS AND RELATIONSHIPS

Internal to UCT	<ul style="list-style-type: none"> Hospitality Management team. Commercial development Manger. CMC, Leasing, All Africa House and Vacation Accommodation staff. Residence Facilities, Residence Catering. Fees Office, Financial Aid Office, Residence Finance, HR.
External to UCT	<ul style="list-style-type: none"> Guests, companies, travel agents, production companies, vendors, suppliers.