



CHIEF EXECUTIVE

Our Client, Sunbird Tourism Plc., seeks to recruit a suitably qualified person to fill the position of **Chief Executive**.

ABOUT THE COMPANY: Sunbird Tourism Plc. (the Company) is the operator of Sunbird Hotels and Resorts, Malawi's leading hotel chain with nine properties including four city hotels in all three regions of Malawi, four popular beach resorts along Lake Malawi and an iconic mountain resort, in the former capital city of Zomba. The preferred brand in the hospitality industry is loved for offering excellent and personalized services, fine cuisine and comfortable accommodation.



THE POSITION: The Chief Executive is responsible for positioning and managing Sunbird Tourism Plc and to market and promote the company within Malawi and the region, returns value to the stakeholders and leads the management team in the execution of the business and operational strategy, manage key relationships and enable operational excellence and reports to the Board.

DUTIES AND RESPONSIBILITIES: The key duties and responsibilities include, but not restricted to, the following:

Business Strategy:

- Drive the strategic intent of the Company, by defining and developing the Company's business strategy, setting long-term strategic direction, goals, and ensuring that strategic short to medium term goals, linked to the attainment of the long-term strategic goals, are cascaded throughout the Company;
- Ensures that the Company is positioned to take advantage of emerging opportunities and is quick to embrace technology capabilities and infrastructure to deliver set profitability targets and shareholder value; and
- Regularly review effectiveness of the Company's organizational structure to ensure that the structure remains relevant in responding to Company's strategic intent and that it is fit for purpose.

Operational Excellence and Innovation:

- Holds overall responsibility for upholding operational excellence and innovation in all the functions - Finance, Operations, Human Resource, Marketing, Information Technology, Internal Audit, etc., of the Company;
- In conjunction with functional heads, formulates, coordinates, monitors and reviews annual functional operational plans, and timely attends and addresses deviations from the agreed implementation plans; and
- Promotes a culture of operational excellence and accountability underpinned by set organizational values and culture.

Customer Centricity, Brand Management and Quality Assurance:

- Support marketing function in implementation of a customer retention strategy, management of the growth of key accounts, and identifying and developing a pipeline of potential customers aligned with strategic and operational priorities;
- Develop and implement product and service improvement strategies to meet the Company's guest experience and customer retention strategies; and
- Champions building brand awareness; and Strict adherence to Best Practice Hospitality Industry Quality Assurance Standards.

DUTIES AND RESPONSIBILITIES (Continued):

Financial Management and Sustainability

- Establishes clearly defined expectations, business targets and growth strategies for the Company, and ensures that the Company's plans and budgets have been designed to achieve specific targets and goals; and
- Approves strategic resource requirements, and ensures that the Company is appropriately resourced to enable it to achieve its operational goals and strategies, within its approved annual budget, and in line with the Company's strategic intent.

Board Engagement and Stakeholder Relationships:

- Ensure that the Board and its Committees receive timely and sufficient information and reports to enable them to maintain an effective oversight over the company's activities; and
- Communicate accurately and concisely with the Board and other stakeholders, and ensuring the integrity of all public disclosures by the Company.

Team Building, Succession Planning and Organizational Culture:

- Build and maintain a strong management team through effective recruiting, training, performance management, coaching, team building and succession planning; and
- Develop and maintain a customer centric, entrepreneurial and business-oriented organizational culture.

QUALIFICATIONS AND EXPERIENCE:

- First Degree in Hotel or Hospitality Management is a must, with not less than three years in senior management as Hotel General Manager, Operations Director, or any senior equivalent positions;
- or, a First Degree in Finance, Marketing, or Business Administration with more than 5 years senior management experience, at General Manager or Director Levels in the hospitality industry, may be considered with proof of training, exposure and experience in hotel operations;
- Masters Degree in Business Administration, Hospitality Management, Finance, Marketing or Strategic Management is an added advantage; and
- An international, regional, or local experience in similar position in a well-known international brand is a pre-requisite for the position.

Applicants, meeting the requisite qualifications, experience, and competencies, should send their application letter, together with a detailed curriculum vitae, and names of three traceable referees, to the address listed, below, quoting reference number: 'CO 2022/11/14'.

Applications submission deadline is: **Friday, 25th November 2022**. Only short-listed candidates will be acknowledged.



Blantyre: Global House, Kristwick, Chipembere Highway, Box 2051, Blantyre, Malawi
Lilongwe: Honeywell Plaza, Area 14, City Centre, Box 30440, Lilongwe 3, Malawi
Mzuzu: MPICO House, Box 33, Mzuzu, Malawi

Email address: jobs@amgglobal.co.mw

