

CALL FOR EXPRESSIONS OF INTEREST FOR THE SELECTION

OF A BUSINESS DEVELOPMENT CONSULTANT

Terms of Reference

- **Assignment title:** Business Development Consulting
- **Entity:** Mangalis Hotel Group
- **Location:** Abidjan – Côte d'Ivoire or Dakar – Senegal

Introduction:

Mangalis Hotel Group, the hospitality subsidiary of the pan-African group Teyliom, is seeking an experienced consultant to take on the role of Director of Business Development. To retain a degree of flexibility, we favour a consulting assignment rather than a permanent hire.

Below is a summary of the terms of reference for the assignment.

1- Background:

Founded in 2012 and headquartered in Abidjan, Mangalis Hotel Group develops and operates hotels across Africa through three complementary brands: **Noom Hotels** (upscale), **Seen Hotels** (midscale) and **Yaas Hotels** (economy). With a presence in Côte d'Ivoire, Senegal, Niger and Guinea, among others, the group aims to become the benchmark for African hospitality. In this context, we wish to structure and step up our commercial strategy at group level.

2- Objectives:

- Define and roll out a consistent group commercial strategy across the three brands.
- Increase occupancy, average daily rate and revenue across rooms, food & beverage and events.
- Develop and retain key segments: corporate, institutional, meetings and events (MICE), groups and leisure.

3. Key Responsibilities

- Draw up the annual commercial action plan and targets by hotel and by segment.
- Negotiate corporate contracts with key accounts (companies, NGOs, international organisations, embassies).
- Develop partnerships with travel agencies, tour operators, airlines and online travel agencies (OTAs).
- Promote the meetings and events offer and manage tenders.
- Work with revenue management and marketing to optimise pricing strategy and distribution.
- Lead and support the hotels' sales teams.
- Support the commercial launch of new properties.
- Set up tracking tools (CRM, dashboards) and report to General Management.

4. Candidate Profile

- Higher education degree in hospitality, business or management (Master's level preferred).
- At least 10 years' experience in hotel sales, including time in a senior sales leadership role within a hotel chain or group.
- Sound knowledge of the West African hotel and tourism market.
- Strong network among companies, institutions and travel industry players.
- Command of hotel distribution, revenue management and CRM tools.
- Fluent French; professional English required.

5. Terms of Engagement

- **Status:** independent consultant or through a consulting firm.
- **Duration:** 6 months, renewable, with the possibility of moving into a permanent position.
- **Workload:** To be proposed
- **Location:** Abidjan or Dakar, with regular travel to the countries where the group operates.
- **Remuneration:** fixed fee plus a performance-based variable component, **to be discussed**.

6. Expected Deliverables

- Commercial diagnostic of the group and action plan within 30 days.
- Monthly reporting (occupancy, average rate, RevPAR, production by segment and by account).
- End-of-assignment review and recommendations.

7. Application

Please send your application before **15 October 2026** to **recrutement.abidjan@mangalis.com**

- a detailed CV and references for similar assignments completed;
- a note setting out your understanding of the assignment (2 pages maximum);
- a financial proposal (on a flat-fee basis).

We remain available for any further information.

HOW TO APPLY:

- ☐ Send an email to: **recrutement.abidjan@mangalis.com**
- ☐ Use the following reference as the subject line: **"BUSINESS DEVELOPMENT CONSULTANT"**
- ☐ Provide a detailed CV and references for similar assignments completed
- ☐ Application deadline: **15/10/2026**