

Position Title: Director of Sales and Marketing

Department: Sales

Reports To: General Manager and Regional Director of Revenue

POSITION PURPOSE:

Overall responsibility for total revenue and yield strategies, implementation and results including group and transient rooms, group food and beverage, meeting room rental, local catering. Strategies will include market mix, pricing, status, direct sales, marketing, and acquisition status and results. Maximize profitability for the hotel and outstanding quality service for the customers. Accountable to market performance and potential performance as well as budget, forecast, and target goals. Participate in total hotel management as a member of the hotel

SUMMARY:

- Develop and increase overall market share and hotel occupancy
- Strategically execute methods that result in achievement of budgeted revenue, profit goals, and consistent RevPAR and ADR growth
- Build and maintain strong relationships with clients, community and industry leaders
- Meet and exceed revenue goals by developing new accounts and growing current hotel accounts in a profitable and win-win selling approach.
- Through knowledge of sales techniques including strong closing skills as well as negotiating skills.
- Track record of strong prospecting efforts.
- Comfortable with site inspections and client presentations.
- Participate in trade shows and sales functions.
- Develop and implement effective marketing plans to generate catering revenues
- Identify trends, research the competition products, services and pricing
- Actively participate in industry related organizations

SPECIFIC JOB KNOWLEDGE, SKILLS AND ABILITIES

The individual must possess the following knowledge, skills and abilities and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of knowledge, skills and abilities:

- Must be able to speak, read, write and understand the primary language(s) used in the workplace.
- Must be able to read and write to facilitate the communication process.
- Requires good communication skills, both verbal and written.

- Most tasks are performed in a team environment with the employee acting as a team leader. There is minimal direct supervision.
- Must possess basic computational ability.
- Must possess computer skills, including, but not limited to, use of Microsoft Word and Excel
- Knowledge of computer accounting programs, math skills as well as budgetary analysis capabilities required.
- Extensive knowledge of sales skills.
- Ability to assess/evaluate employee's performance fairly.
- Extensive knowledge of revenue management.
- Ability to recruit, supervise, train and motivate multiple levels of managers.
- Knowledge of hotel and competitive market.
- Ability to analyze data and establish appropriate action plans.

QUALIFICATION STANDARDS

Education Bachelor's Degree

Experience At least five years of sales and marketing leadership in similar size operation preferred.

Licenses or Certificates Not applicable.

Job Type: Full-time