

**Title: Director of Sales and Marketing**

Reports to: General Manager/ Regional Director of Sales and Marketing

**Position Summary:**

Identifies, develops, and maintains property sales and marketing objectives, plans, and programs in accordance with the hotel's mission statement. Oversees the Sales Managers, Catering Managers and support staff as appropriate.

**Tasks and Competencies:**

Assists hotel management by acting as "first contact" with all outside creative talent (i.e., photographers, graphic artists, printers) to insure that the target market and image positioning is clearly communicated to all involved in the creation of collateral sales materials and advertising campaign strategies.

Maintains high visibility in the surrounding community and in the hospitality community as appropriate within the brand or ownership group.

Maintains efficient sales office procedures for productive use of staff time and insures the maintenance of accurate and updated account files and follow-up procedures.

Monitors and directs sales leads to outside sales managers, provides motivation, support, encouragement, and direction to all members of the sales department. Makes face-to-face sales calls.

Assists in the creation of the Marketing and Sales plans.

Maintains all sales systems, such as sales records and reports, conference calendar, traces of history and potentials, logs of groups not previously accommodated and mailing lists.

Develops design of new programs and campaigns, designed to develop additional sales from the various market segments.

Ensures the prompt and systematic servicing of all business accounts (i.e., tracing, booking, contracting, communicating with hotel departments, and following up with group for feedback and future bookings).

Identifies and analyzes competition, both locally and regionally.

Works with brand and management company team to insure optimum results in cooperative sales, marketing and advertisement campaigns

Must be service oriented to potential guests and fellow hotel staff members

**Pre-Requisites:**

Education: College degree in business management, hotel management, or marketing

preferable. Successful hospitality or sales careers can enhance this.

Communication: Must be able to speak, read, write, and understand the primary language(s) used in the workplace and by guests who frequently visit the workplace.

Experience: Previous hotel-related experience, sales management experience in hotel or service industry, experience in budgeting and business planning.

Physical: Requires manual dexterity, grasping, writing, standing, sitting, walking, repetitive motions, visual acuity, hearing, writing, and excellent speaking ability.

Technological: Must be competent in computer skills (word processing, spreadsheets, data base). Background in automated sales office systems is helpful.

A track record of successful customer service