

Sales Director

JOB OVERVIEW

Develop and set revenue sales and marketing strategies for the hotel to ensure plans are implemented, results are monitored and sales goals are achieved. Regularly sell hotel rooms, meeting rooms and food and beverage through direct client contacts.

At **Holiday Inn®** we want our guests to relax and be themselves which means we need you to:

- **Be you** by being natural, professional and personable in the way you are with people
- **Get ready** by taking notice and using your knowledge so that you are prepared for anything
- **Show you care** by being thoughtful in the way you welcome and connect with guests
- **Take action** by showing initiative, taking ownership and going the extra mile

DUTIES AND RESPONSIBILITIES

Financial Returns:

- Achieve budgeted revenues and personal/team sales goals and maximize profitability. Participate in the preparation of the annual departmental operating budget, the hotel marketing plan and business plan, and financial plans.
- Create and implement sales plans that drive measurable incremental occupancy, increase average rates, increase volume, food and beverage and banquet sales.
- Produce monthly reports and sales forecasts to analyze current/potential market and sales trends, coordinate activities to increase revenue and market share and monitor performance to ensure actual sales meet or exceed established revenue plan.

People:

- Manage day-to-day sales activities, plan and assign work and establish performance and development goals for team members. Provide mentoring, coaching and regular feedback to help manage conflict, improve team member performance and recognize good performance.
- Educate and train sales team that is responsible for developing new accounts, maintaining existing accounts and implementing sales strategies. Ensure staff is properly trained and has the tools and equipment to carry out job duties.
- Work with other department managers to ensure proper staffing levels based on guest volume.

Guest Experience:

- Provide guests with information (example: loyalty programs, area attractions, restaurants, facility information) to enhance guest experience.
- Develop and maintain relationships with key clients and outside contacts in order to produce group and/or convention business, to include room sales, food & beverage sales and catering/banquet services.
- Schedule conventions and/or business group activities at the hotel and coordinate with other hotel-level departments to facilitate services agreed upon by the sales office and prospective clients.



Responsible Business:

- Identify operational problems that reduce the effectiveness of marketing activities and overall hotel sales performance and work with appropriate department on solutions.
- Develop awareness and reputation of the hotel and the brand in the local community.

Perform other duties as assigned. May also serve as manager on duty.

ACCOUNTABILITY

This is the top sales and marketing job in a full- or limited-service hotel and may include meeting space and/or catering facilities. May manage professional-level and administrative sales team members.

QUALIFICATIONS AND REQUIREMENTS

Bachelor's degree / higher education qualification / equivalent in marketing or related field and two to four years of experience in a hospitality or hotel sales and marketing setting with direct supervisory experience over a sales team or an equivalent combination of education and work experience. Must speak fluent English. Other languages preferred.

The statements in this job description are intended to describe the essential nature and level of work being performed. They are not intended to be ALL responsibilities or qualifications of the job.

Employee Name (print) _____

Employee Signature _____ Date _____