

# Director of Sales and Marketing

## Job Details

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Position Type: Full Time

Salary Range: Undisclosed

Job Shift: AM

Reports To: General Manager



## Description

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### **Position Summary**

The overall objective and purpose of the Director of Sales and Marketing is to function as the hotel's total strategic sales business leader by supervising the total sales effort of the hotel, including developing new accounts, maintaining existing accounts, supervision of sales and catering personnel, implementation of sales and marketing strategies so as to maximize profits of the hotel while maintaining client and guest satisfaction. They are to provide inspiring and strategic leadership while directing the activities of the hotel in support of the mission, core values, standards, and goals established by the company. This hotel is owned and operated by an independent franchisee. The franchisee controls all aspects of the hotel's employment policies and practices, including the selection and hiring process. If you accept a position at this hotel you will be employed by a franchisee and not by Marriott International. Executive Committee member

### **Responsibilities**

- Practice and maintain Service Standards while promoting AAA 3 ◇, Sheraton/Marriott standards and our Brand Core Values
- Responsible for interviewing and hiring sales personnel.
- Develop staff potential through training programs.
- Responsible for 60-day and annual performance evaluations and progressive discipline.
- Enforce sales related policies and procedures.
- Responsible for making profit for the resort by selling all aspects of the hotel, rooms (group and transient), banquets, food and beverage and to increase optimum yield in each.
- Guide sales managers with administrative work, prospecting tools and selling efforts to ensure group rooms budget goals are met.
- Closely monitor group pace for room nights, ADR and overall group spend. Develop strategies to strengthen group bookings when needed.
- In depth knowledge of how to use CITY to include the reporting feature.
- Generate monthly production reports, lead reports as well as reports on new definite contracts.
- In depth knowledge of Marriott contract clauses and Marriott preferred agreements.
- Guide staff on contract negotiations.
- Knowledge of all Marriott Sales and Topline Tools
- Maintain rapport with contacts and individuals in order to produce convention and/or group business, including banquet/catering food and beverage and room sales.
- Work closely with Director of Event Planning for consistency and accuracy in detailed communications to operations staff for seamless execution
- Work closely with Director of Revenue Management and General Manager to develop and support total hotel sales strategy.
- Develop and maintain good working relationships with all associates and departments to provide a good working attitude and promote a team effort.
- Work with sales team to develop plan for tradeshow participation and client events (both on property and in market).
- Develop and maintain departmental budget.
- Develop and maintain a good rapport with area Chamber of Commerce, Convention Visitors Bureau and other local civic groups and companies.

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### **Responsibilities (cont.)**

- Oversee resort marketing strategy to include:
  - Coordinate campaigns with the hotel's advertising agency to strengthen exposure in the targeted markets. Also work on press releases and public relations.
  - Work closely with CVB on CoOp marketing opportunities.
  - Work closely with Marriott Digital Services (MDS) for website optimization and ensure optimal digital production.
  - Maintain website through MI Studios and MDS.
  - Familiarization with all other Marriott marketing.
  - Oversee resort and food and beverage Social Media to include Facebook, Instagram, Twitter and Linked In
  - Coordinate photography and maintain resort's photographic library both on property and Marriott's Digital Asset Center (DAC).
  - Ensure all marketing materials meet brand standards.
- Maintain liaison with other managers to facilitate services agreed upon by prospective clients and the sales office.
- Solicit key accounts to positively impact the volume of group and transient business.

### **Qualifications**

- Proven team leader with a high level of energy and motivation with a proven track record of living the company's values
- Bachelor's Degree in Business Administration, Hospitality, Marketing or related field
- Minimum 3 years hotel sales experience or the equivalent amount of industry experience; OR equivalent level of education and work experience
- Must possess highly developed verbal & written communication skills to frequently negotiate, convince, sell and influence other managerial personnel hotel guest(s) and/or corporate clients
- Must have thorough experience with professional selling skills: opening, probing, supporting, closing
- Shows strong analytical skills and strategic vision in establishing appropriate sales deployment
- Must be proficient in general computer knowledge especially Microsoft Office products
- Must be able to work independently and simultaneously manage multiple tasks
- Strong organization and presentation skills
- Demonstrated ability to effectively interact and manage people of diverse socioeconomic cultural disability and ethnic backgrounds while solving complex problems and creating a productive sales team
- Requires advanced knowledge of the principles and practices within the sales/marketing/hospitality profession
- Must work well in stressful high-pressure situations; maintain composure and objectivity under pressure
- Must be able to work with and understand financial information and data and basic arithmetic functions

### **Physical Requirements**

- Able to make outside sales calls and travel as necessary
- Able to lift/carry 20 lbs.
- Able to sit or stand for extended periods.
- Able to work inside and outside.