**Position:** Director of Sales & Marketing

**Employee:** (employee name)

**Area:** (City, Country)

**Reports disciplinary to:** General Manager

**Reports functionally to:** Director of Business Development

**Responsible for:** Sales team members

**Place of work:** (Property name, City)

Primary Objectives

The Director of Sales & Marketing is responsible for, and manages all aspects of the hotel’s active sales team initiatives, and maximizes the overall revenue of the hotel by directing the revenue generating activities in accordance with the sales business plan. The job incumbent should be active, proactive, analyzing, and achieving results in every respect. All work will be in line with the hotel’s guidelines and business plan, and Mamaison Hotels & Residences corporate guidelines and service concepts.

###### Tasks, Duties and Responsibilities

Manages the hotel’s active sales function

* Achieves sales goals by supervising and motivating sales team
* Implements sales & marketing strategies to improve market penetration
* Focuses on increasing direct sales, as well as overall profit rates for all market segments
* Maximizes sales productivity of sales team by winning attitude and tools of sales techniques
* Holds at least 10 (ten) effective meetings out of the office per week with potential clients
* Monitors call productivity and revenue goals for each member of sales team by tracking results
* Weekly sales reporting with analyses of sales statistics to formulate profitability
* Improves call productivity by counseling sales team on appropriate selling techniques
* Increases sales volume and profitability by formulating and executing projects for all market areas
* Reviews market analysis to determine client needs, occupancy potential, desired rates, etc.
* Meets budgeted sales and profit margins by soliciting, evaluating, selling, and confirming business
* Negotiates with clients to achieve maximum profit while satisfying client needs
* Negotiates contracts with all business partners and prepares them for GM signature only
* Coordinates transient and group room commitments to insure proper market mix
* Holds weekly competition check in competitive hotels and monitors their clients and events
* Approves function space allocation for group and catering bookings
* Uses Hotelligence Report 360 system, monitors and analyzes market and competitors on regular basis. Reports new companies and market changes to GM and corporate head office in written form on monthly basis
* Meets all requirements from Nexus (RFP Tool) in order to secure profitability in all promotions
* Responses on all Worldhotels requirements posted to Nexus in order to secure corporate RFPs
* Follows on all accepted RFPs with local corporate offices on regular basis, monitors performance
* Insures maximum occupancy on a daily basis by performing follow-ups on progress of groups booked with Revenue Manager and Front Office Manager
* Insures customer satisfaction and hotel profit by overseeing the coordination of various department’s activities related to booked business
* Participates in solving problems with other departments as required, relating to business booked in the hotel including space conflicts, possible cancellations, and compromises between guest needs and hotel facilities
* Enhances the hotel’s community image and stays abreast of competition, new development, and sales methods and techniques in the hotel industry
* Prepares reports as necessary to develop a more informative data base for improved management decision making and critical evaluation of work activities
* Prepares business plan for the hotel and coordinates this with the corporate head office
* Plans and implements methods of maintaining and increasing volume of business thorough sales promotion, potential markets needing coverage, advertising and special sales projects
* Provides feedback to GM and DBD on changing market conditions and trends in competition
* Cooperates with corporate sales office in order to maximize cross-selling
* Coordinates special local activities with the GM and keeps DBD informed
* Creates and implements special programs to increase overall occupancy in needed periods
* Directs all sales activities to ensure that objectives are achieved in the sales business plan
* Attends major trade shows to promote the hotel with approval of GM and DBD
* Creates awareness of Mamaison Hotels & Residences wherever possible, supports cross-selling
* Prepares and controls the Sales Department’s budget, Activity plan on monthly basis
* Maintains accurate sales statistics and account records and reports
* Analyses departmental budget, and deviations to budget; takes corrective action and follow-up

Managing the sales team

* Makes sure the sales team follows all applicable laws, and corporate standards and guidelines
* Utilises leadership skills and motivation to maximise employee productivity and satisfaction
* Motivates sales managers to achieve 15 (fifteen) effective meetings out of the office per week
* Monitors the sales and reservation team’s overall progress, service and team work daily
* Co-operates with other Mamaison Hotels & Residences in order to support cross-selling
* Establishes and maintains effective employee relations within the department
* Identifies training needs and develops the departmental training plan
* Trains the sales team staff appropriately and proactively
* Screens, interviews and selects potential sales team candidates
* Identifies employees with potential for promotion and/or transfer and makes appropriate development plans for him or her together with GM and DBD and Human Resources Manager

Employee relations

* Develops effective employee relations within department, and throughout the hotel
* Utilises effective internal communication, including daily meetings with management team members to ensure optimum team work and productivity
* Attends on weekly and irregular conference calls with corporate sales office
* Conducts monthly departmental meetings with the sales team
* Looks for ways to motivate and challenge employees

Health and safety

* Ensures that all potential and real hazards are reported and reduced immediately
* Fully understands the hotel’s fire, emergency, and bomb procedures
* Ensures that emergency procedures are practised and enforced to provide for the security and safety of guests and employees
* Ensures that all employees within own department work in a safe manner that does not harm or injure self or others
* Stimulates and encourages a general awareness of health and safety in tasks and activities managed within the department
* Ensures the safety of the people and property within the premises by applying hotel regulations, and adhering to existing laws and regulations
* Anticipates possible and probable hazards and conditions and either corrects them or takes action to prevent them from happening
* Ensures that the highest standards of personal hygiene, dress, uniform, appearance, body language and conduct of hotel employees is maintained by all employees in the sales team

Miscellaneous

* Attends meetings and training required by the General Manager and corporate head office
* Assists colleagues to perform similar or related jobs when necessary
* Ensures guest satisfaction by attending to their requests and inquires courteously and efficiently
* Accepts flexible working hours necessary for uninterrupted service to hotel guests and colleagues, business partners
* Maintains own working area, and materials clean, tidy and in good shape; reports defective materials and equipment to appropriate person within the hotel
* Continuously seeks to endeavour and improve the department’s efficient operation, and knowledge of own job function

**Additional responsibilities**

In addition to the aforementioned, the holder of this position may be required at any time, to undertake responsibilities in accordance with the job profile or company requirements. All named responsibilities and areas of activity may be amended at any time where deemed necessary.

By signing this document, I confirm that I have received a signed copy of this job description from my supervisor.

In Prague on Tuesday, 26 February 2013

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General Manager

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Employee