



JOB DESCRIPTION

Director of Sales & Marketing

Department : Sales and Marketing

Position Purpose

Ensure the efficient and effective management of the sales, marketing, communications and distribution team towards the attainment of the overall goals and objectives. Develops, motivates and effectively supports the sales, marketing, communications, revenue and reservations teams.

Essential Functions

1. Ensures the efficient and effective management of the sales division towards the attainment of the overall company objectives and operational goals.
2. Develops strategies for forecasting and analyzing sales needs and developing effective product responses, delivery systems and methods of measuring and evaluating results.
3. Plans, develops and executes marketing plans to provide direction and a specific plan of action.
4. Develops new and/or improved products to improve the competitiveness and maximize profitability: promotes marketing awareness and clearly communicates the marketing objectives to support the achievement of plans and sales goals.
5. Plans, manages and evaluates the financial operations of the sales division to ensure cost effectiveness and optimum utilizations of resources.
6. Prepares and presents an annual profit plan/budget for approval.
7. Monitors and controls expenditure, identifies significant deviation (s) and determines the reason(s) for such deviation(s). Authorizes variances or takes corrective measures to stay within the allocations and ensures that results produced continue to justify expenditure.
8. Develops implements and evaluates short-term tactics and long-range sales plans and programs focused on customer needs and expectations.
9. Identifies the needs for timely adjustment of marketing plans and priorities to meet the changing economic and competitive conditions.
10. Directs the development of effective public relations, advertising and promotional campaigns utilizing a variety of media resources to support the organization in reaching its stated objectives; develops system to measure and evaluate the effectiveness of media campaigns, the utilization, acceptance and consumer popularity of new/improved product lines and the net effect on the property's position in terms of increasing competitive advantage.
11. Provides direction, leadership and support to division associates; plans, supervises and evaluates their work; develops, communicates and enforces policies, priorities, procedures and administrative standards; provides training and creates opportunities for growth and development; defines job authorities, assigns accounts and market segment responsibilities; sets individual goals and establishes standards of performance; approves

all personnel action (including promotions, demotions, discipline and involuntary terminations).

12. Maintains an efficient administration by preparing and submitting to the General Manager regular reports on time.
13. Support the Corporate Social Responsibility program of the Group through the implementation of policies and activities that contribute to environment-friendly practices and community – sensitive in the property.
14. Contributes to risk management activities for the property.
15. Leads and is responsible for the implementation of the internal talent development program.
16. Prepares and presents monthly reviews to the Global Sales and PR teams, focusing on management of market strategies and exploration of opportunities.

General

1. Contributes to the morale and team spirit of the company by building and maintaining supportive and effective relationships with colleagues and associates, instilling confidence and demonstrating “chemistry” with key constituents.
2. Is responsible for planning, directing and evaluating all sales and marketing activities including direct sales, catering sales, room sales, food & beverage sales, reservations and for managing, in concert with corporate level staff, public relations and advertising efforts to maximize profit potential and enhance the property image. Products developed and services provided are instrumental in promoting and maintaining a true competitive advantage in the marketplace.
3. Ensures that all marketing, sales, advertising, reservations and public relations efforts will provide both optimum profit returns and increased sales; to keep management aware of the overall marketing program so that all property activities will be integrated; to promote leadership to all associates; to ensure that all marketing goals are met and maintained.
4. Acts within the company policies with complete authority to delegate responsibilities within the marketing division.
5. Attends regular departmental meetings.
6. Maintain the highest level of professionalism and integrity at all times, whether in appearance or in dealing with others.
7. Performs other related tasks that may be assigned by VP – Sales and Marketing.
8. Ensures that all activities within the sales and marketing division are carried out honestly, ethically and always within the parameters of the local laws and regulations.
9. It fully conversant with all health and safety, fire and emergency standards and procedures.

Occupational Health and Safety

1. Identify and control all aspects of risk management and implement strategies to minimize incidents and accidents.
2. Monitor, evaluate and implement strategies to ensure manual handling techniques are undertaken by all employees.

3. Review and update all necessary protective clothing, equipment and utensils to ensure the department is operating with minimal risks.
4. Monitor and assist in the review of all workplace incidents and accidents.
5. Assist in the implementation of Return to Work plans for injured workers.
6. Ensure all employees work under the strict guidance of the OH&S Act and identify training needs.
7. Ensure all equipment is serviced and maintained in a way that reduces risks or harm to anyone.
8. Use safe manual handling techniques at all times.
9. Review employees' knowledge on emergency procedures including evacuation and implement training and development on a regular basis at least twice a year.

Note

Regular attendance in conformance with the standards, which may be established by Renard International from time to time, is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment. Due to the cyclical nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel.

Upon employment, all employees are required to fully comply with Renard International rules and regulation for the safe and efficient operation of the hotel facilities. Employees who violate Hotel rules and regulations will be subjected to disciplinary action including termination of employment.

Qualification Standards

Education	Preferably a 4-year degree with emphasis in marketing, sales, public relations and communications, business administration.
Experience	5+ years in Sales & Marketing at senior management level
Essential Job Skills	<ul style="list-style-type: none"> • Excellent command of the English Language. • Ability to express effective written and verbal communication • Strong leadership and organizational skills • Strong administrative skills, along with excellent communication and negotiation skills • Ability to supervise and strongly motivate sales professionals is a must.

	<ul style="list-style-type: none"> • Ability to develop effective motivational strategies. • Resilience and assertiveness • Coaching and counselling skills • Marked pro-activeness • Patience • Diplomacy, able to build up close and respected relationships with the management team • Hard working, able to work in a very fast paced working environment and to complete and enroll projects on his/her own. • Open minded with good understanding of large, multicultural organizational structures • Computer literate • Good health, mature and pleasant personality and neat appearance.
Desirable Job Skills	<ul style="list-style-type: none"> • Understanding of finance and competitor analysis • Thorough knowledge of hospitality/ service industry operations • Proven track record in an organization of similar standards and in a similar capacity
Physical Requirements	<ul style="list-style-type: none"> • In possession of all faculties • Pleasant physical appearance • Strong stamina

Acknowledged

I have read, understood and accept this list of functions and duties required to successfully achieve this position.

Employee Signature: _____

Date: _____

Approved by: _____

Date: _____