



POSITION: Director of Sales & Marketing

REPORTS TO: General Manager / VP of Bona Hospitality

RESPONSIBLE FOR: 2-4 employees

Responsible for revenue production for the hotel meeting or exceeding planned revenue objectives for RevPAR, occupancy and average daily rate (ADR). The Director of Sales is responsible for all areas of sales according to standards in order to achieve a professional rapport with the local business community. Is a “hands on” employee actively involved on a daily basis in securing, qualifying, and following up on leads to book specific business. Is responsible for all administrative functions related to the management of the departments and staff within

RESPONSIBILITIES:

- Provide inspiring leadership
- Direct and oversee all sales activities.
- Champion the sales culture within the hotel among associates and managers.
- Coach and support sales associates creating an effective, dynamic team.
- Maintain and promote a team work environment with effective and clear communication amongst co-workers
- Directs sales activities, measures progress and adjusts current and future plans to drive new business.
- Manage performance to achieve the right mix of sales and ultimately achieve sales goals, conducting performance appraisals for sales team and implement actions as required.
- Work closely with revenue management team to maintain a balance between occupancy, mix and rate to achieve budgeted RevPAR. Establish and adjust rates by monitoring costs, competition, as well as supply and demand.
- Develop and manage sales budget; revenues, expenses, flow through and recovery to generate maximum returns.
- Develop and manage the marketing budget to enable development of property specific campaigns, promotions and collateral to drive revenue and meet property objectives
- Ensure cost control and budgeted expenses are met
- Evaluate business/sales goals, market opportunities, and available resources to generate profitable strategies.
- Implement and maintain a strategic sales & marketing plan and SMART action plan to generate top line revenues to meet or exceed annual budget expectations.
- Execute strategic and tactical marketing activities according to business demands.
- Conduct account and market research to develop and implement effective sales strategies for each market segment, to grow market share. (SWOT analysis)

- Provide customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet or exceed customer expectations.
- Review data benchmarking (STAR) report, competitive shopping reports and other resources to maintain an awareness of the hotel's market position.
- Research competitor's sales team strategies to identify ways to grow occupancy and RevPAR and increase market share
- Champion Social Media efforts to ensure messaging is dynamic, engaging and effective.
- Maximize online presence by implementing timely, and relevant marketing campaigns to drive direct revenues to the hotel to achieve financial targets
- Monthly review of website performance to enhance organic revenue, and monitor cost per click
- Conduct outside sales calls, telephone solicitation and site inspections to build relationships, aggressively target new business, and grow existing accounts. Participates in sales calls with members of the Sales team to acquire new business and/or close on business.
- Attend industry events, educational workshops, trade shows, and company sponsored conferences before, during AND after hours. Travel may be involved.
- Participate in industry related clubs, societies, organizations and/or committees which may entail after hour meetings.
- Entertain clients on/off-site; representing the hotel in a professional manner.
- Ensure all client interactions are documented and in hotel data base systems.
- Prepare and evaluate monthly reports and set appropriate actions.
- Review and produce quarterly production figures and address concerns with clients
- Assist with various assignments and/or projects as assigned by General Manager
- Work in collaboration with other properties and closely with the OCEC within the ownership company
- Be aware of all mandatory training for the position and that of the sales team and ensure completion all sales leadership training, with respects to Marriott/Courtyard standards.
- Provide activity reports for all outside sales related visits, sites, appointments etc upon demand
- Other duties as may be required.

Main Duties

1. To ensure all phone calls and correspondence is answered in a professional, caring and courteous manner with accurate recording and prompt delivery of messages or voice-mail explained/utilized in line with company policy.
2. To communicate fluently, written and orally, in both official languages.
3. To alter to /respond to guest needs ensuring special requests are dealt with or channeled through to the appropriate department with documentation and follow up as required in order contributing to the development of customer loyalty.
4. To ensure an effective liaison is maintained with Front Desk, Maintenance and Housekeeping, Food & Beverage Departments regarding availability of rooms or food & beverage needs in order to maximize on rooms rented while ensuring guest satisfaction.
5. To demonstrate proactive commitment to the development of customer service in line with brand training.

Responsibilities

1. To carry out any reasonable request.
2. Handling inquiries from all sources.
3. Familiarity with hotel layout pertaining to suites, public outlets & square footage.
4. Creating group blocks and rooming lists as required
5. Dealing with special reservations.
6. Maintaining an accurate filing system.
7. Maintaining and updating computer statistics, i.e., corporate accounts, travel agencies, guest history.
8. Ensure that clients are given proper and accurate information.
9. Weekly forecasting
10. Briefing departments for group specifics.
11. Understand and implement the key principals of Revenue Management and its related strategies to be able to implement new strategies.
12. To demonstrate commitment to guest care and achieve professional handling of complaints following procedures lay down by company policy.
13. To ensure full completion of all duties relating to department and company policy.
14. To achieve effective communication by briefing/debriefing staff, assisting at department meetings and maintaining positive communication with other departments.
15. To generate team commitment to achievement of the company, property, and department Mission Statements.
16. To contribute ideas to assist in welfare and motivation of department staff.
17. To carry out month end/year end duties as assigned, achieving standards required by company policy.
18. To ensure compliance with company and house rules.
19. To ensure adherence to the Emergency Plan as required by company policy.
20. To contribute to the security of the building, company assets and guest/coworker safety by ensuring full adherence to security procedures with proper handling of cash/keys as appropriate to the department following procedures laid down by company policy.

All resumes are to be sent directly to Vanessa Finik at vanessa.finik@marriott.com by April 21st, 2019.

Courtyard by Marriott Ottawa East
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Courtyard by Marriott Ottawa East Job Description Director of Sales March 2019