

Sales & Marketing

M A N A G E R



OVERVIEW

We are seeking a Sales & Marketing Manager for our client, a hotel in County Wicklow.

You will lead the Sales & Marketing functions of the hotel so as to achieve the profitability targets agreed annually.

Representing the hotel in a professional manner at all times, you will develop, drive and execute the Sales & Marketing Plan for the hotel.

39 hours, 5 days per week (Some days will be on the road)

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RESPONSIBILITIES

- To empower and lead departmental and hotel staff in achieving performance targets for revenue and profitability
- Planning and managing the sales and marketing functions to achieve annual growth to target and within budget
- Leading, motivating, empowering and training of staff, so as to develop teamwork and a progressive and professional business environment
- Implementing human resources policies in all aspects – recruitment, grievance procedures, discipline, performance appraisal, communication and reward.
- Management of department and having hotel wide responsibility for quality, service, presentation, and customer care
- To carry out on the road sales calls as required
- To ensure new corporate accounts for the Hotel are researched monthly and contract new accounts.
- Be responsible for the management of corporate accounts
- To oversee the Conference & Events and Revenue/Reservations

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RESPONSIBILITIES

- Dealing with clients on telephone, fax, email and responding to all requests in a professional & timely manner, endeavouring to convert every call into a sale
- Understanding the business – third party systems, yield, wholesalers, Operators and Travel Agents, RFP's etc
- To assist in compiling the Sales budget for the hotel with the assistance of the General Manager and Financial Controller
- To achieve Rooms, F&B, & Conference budget for the hotel.
- To compile weekly and monthly sales report for the Hotel as required
- To set targets for the sales teams in terms of sales calls and revenue
- To strategically target all market segments for business
- To plan and agree advertising budget in advance
- To represent the hotel at consumer fairs, trade exhibitions, seminars etc.
- To ensure the hotel is promoted through e-marketing and continue to drive the hotel social media sites
- To encourage business to the hotel from overseas markets
- To forecast weekly/monthly for the hotel in conjunction with the hotel Financial Controller & General Manager

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RESPONSIBILITIES

- To ensure all necessary documentation for the Sales & Marketing Function is in place
- To develop and implement annual Sales & Marketing objectives
- Conduct site inspections as required
- To ensure hotel participation in appropriate trade fairs, holiday fairs and exhibitions
- To hold regular sales and marketing meetings
- To hold team meetings
- To ensure successful implementation of corporate functions
- To report for duty on time and well presented
- To report accidents in accordance with company procedure
- To report maintenance requirements to management
- To implement company procedure in the event of fire or emergency
- To implement and maintain hygiene standards as set out by the Company
- To adhere to company Health and Safety policy and current Health and Safety legislation
- To take part in company internal and external training as required