

SALES AND MARKETING MANAGER

Job Description

Overview

The Sales & Marketing Manager will be primarily responsible for executing the sales strategy of the hotel with the ultimate objective of maximizing revenues across all revenue generating outlets to include bedrooms, meetings and events, and food and beverage.

Key Duties & Responsibilities

- Devise and implement the overall sales and marketing plan for the hotel and actively monitor its progress in terms of achieving KPI's, budgets and revenues.
- Liaise with the General Manager and Great National Head Office in adopting price strategies across the hotel.
- Build-on and develop relationships with our current clients.
- Analyse current markets and identify new markets and potential clients.
- Tour series contracting.
- Organise and conduct site inspections and familiarization trips in conjunction with the Hotel team.
- Manage the number and performance of third party and promotional websites and liaise with providers in ensuring optimisation of the hotel's online position.
- Proactively monitor the Hotel's profile on the various social media platforms and ensure appropriate responses are posted in a timely fashion.
- Liaise with our Digital Team in managing the content of the Hotel's website.
- Develop and agree departmental sales plans and communicate them clearly to all parties.
- Manage all promotional collateral from copyright through to design and print and ensure that it is in line with Great National branding.
- Ensure in house promotional material is current, effective and supports any new sales and marketing promotions.
- Where necessary devise adverts for the promotion of the Food & Beverage departments in the local market.
- Manage the guest database and ensure that client's details are accurate and UpToDate.
- Ensure that all client correspondence is tracked and recorded, including quotations and contracts.
- Represent the hotel at consumer trade fairs, mall promotions and tourism events both at local and national level.
- Organise on and off-site client entertainment.
- Maintain the highest standards of professional conduct at all times when dealing with clients, guests etc.
- Submit weekly Sales & Marketing activity reports to the General Manager and Directors.

Your team

- Lead and develop your Sales & Marketing team by proactively coaching and mentoring team members.
- Conduct weekly snapshot meetings with your team and up update on activities/sales to date and plans for the weeks ahead.
- Monitor the progress of your sales team through weekly activity reports
- Encourage positive working relations with all departments by regular communications and feedback.

What we are looking for:

- At least 3 years plus experience of a similar role within the hospitality industry
- Commercially focused, have the ability to analyse market data and be results driven
- Articulate, confident communicator at all levels both with colleagues and clients.
- Strong understanding of digital marketing including web analytics metrics and tools.
- Ambitious, creative and the ability to influence decisions.
- High level of customer focus and understanding.