

Sales Manager

Department:

Sales & Marketing

Reports to:

Director of Sales / Sales Manager

What is the job?

As Sales Manager you'll assist the Director of Sales to develop and set revenue sales and marketing strategies for the hotel to ensure plans are implemented, results are monitored and sales goals are achieved. Regularly sell hotel rooms, meeting rooms, and food and beverage through direct client contacts.

Your day to day

People

- Manage everyday activities, assist in planning and assign work.
- Develop and improve your performance through continuously coaching and feedback, and create performance and development of goals.
- Train to make sure you deliver with compliance and to the standards we expect and have the tools you need to work efficiently
- Assist driving a great working environment for teams to thrive – connect departments to create sense of one team

Financial

- Hit all personal sales goals and maximise profitability
- Achieve budgeted revenues and personal/team sales goals and maximise profitability. Participate in the preparation of the annual departmental operating budget, the hotel marketing plan and business plan, and financial plans
- Help prepare the departmental budget and financial plans including the hotel marketing plan
- Create and implement sales plans that drive measurable incremental occupancy, increase average rates, increase volume, food and beverage and banquet sales
- Produce monthly reports and sales forecasts to analyse current/potential market and sales trends, coordinate activities to increase revenue and market share and monitor performance to ensure actual sales meet or exceed established revenue plan

Guest Experience

- Help guests - you'll be happy to help if someone needs assistance with a request or complaint
- Provide guests with information (example: loyalty programmes, area attractions, restaurants, facility information) to enhance guest experience

- Develop and maintain relationships with key SMERF “Social, Military, Educational, Religious and Fraternal” clients and outside contacts in order to produce group and/or convention business, to include room sales, food & beverage sales, and catering/banquet services
 - Schedule conventions and/or group activities at the hotel and coordinate with other hotel-level departments to facilitate services agreed upon by the sales office and prospective clients
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Responsible Business

- Raise the awareness and reputation of your hotel and the brand locally
- Identify improvements to marketing activities and overall hotel sales performance and work with other departments
- Ad-hoc duties – unexpected moments when we have to pull together to get a task done

Accountability

This is a sales and marketing job in a limited service hotel and may include meeting space and/or catering facilities. May manage administrative sales team members.

What we need from you

- Bachelor’s degree / higher education qualification / equivalent in marketing or related field
- Two to four years of experience in a hospitality or hotel sales and marketing setting with direct supervisory experience over a sales team, or an equivalent combination of education and work experience
- Must speak local language
- Other languages preferred

How do I deliver this?

We genuinely care about people and we show this through living out our promise of True Hospitality each and every day. It’s what connects every colleague in all IHG[®] hotels.

Each IHG[®] hotel brand delivers True Hospitality in their own way, and at the heart of it all are specific, core service skills.

- **True Attitude:** being caring, wanting to make a positive difference, and building genuine connections with guests
- **True Confidence:** having the knowledge and skills to perform your role, and giving guests the confidence that they can trust you, to help and support them during their stay

- **True Listening:** focusing on what your guest is saying, picking up on body language that is often overlooked, and understanding what the guest wants and needs
- **True Responsiveness:** is about providing guests with what they need, and doing so in a timely and caring manner

There's so much more to the job than we can capture here. It's simply about creating great experiences, doing the right thing and understanding people.

What we offer

We'll reward all your hard work with a great salary and benefits – great room discount and superb training.

Join us and you'll become part of the global IHG family – and like all families, all our individual team members share some winning characteristics. As a team, we work better together – we trust and support each other, we do the right thing and we welcome different perspectives. You need to show us you care: that you notice the little things that make a difference to guests as well as always looking for ways to improve - visit [www.http://careers.ihg.com](http://careers.ihg.com) to find out more about us.

The statements in this job description are intended to represent the key duties and level of work being performed. They are not intended to be ALL responsibilities or qualifications of the job.