**JOB DESCRIPTION**

**JOB TITLE : Sale & Marketing Manager**

**DEPARTMENT : Sale & Marketing**

**LEVEL : 3**

**REPORT TO : Director of Sales or General Manager**

**Main responsibilities**

* Cooperate with other departments in the hotel to create an exceptional Guest experience and build strong, comprehensive sales programs.
* Develop and maintain a regular pattern of sales calls, meeting with principals of target market.
* Develops and maintains contact with business generators, meeting and convention planners, visitor/convention bureau, travel agents, tour operators, airlines, corporate accounts, Government Departments and other producers closely allied to resort business.
* Sells to existing and prospective customers considering goals set forth in the sales strategy, negotiating optimum rate for the benefit of the business.
* Assesses sales and marketing data. Assists in the evaluation of sales and marketing activities.
* Analyses sales mix and likely impact on hotel goals.
* Execute advertising/creative briefs in a timely manner.
* Develop customer accounts and travel within the local area to drive business into the specific hotel and to increase market/customer share in all revenue streams.
* Develop and implement creative local marketing channels, including social media channels. Attend Sales events, as required.
* Negotiate room rates/packages with corporate clients.
* Answer customer queries in a prompt and professional manner.
* Manage brand compliance for the hotel to grow the equity of the hotel and outlet brands and the brand equity across all channels.
* Manage all marketing/promotional/sales collateral development/production both on and off line Communications / Public Relations.
* Manage a fully integrated communications calendar for the resort around events, food and beverage, public holidays, need periods.
* Ensure all visual and written communication (internal/external, offline/online) is fully aligned with the hotels positioning and brand.
* Perform other duties as may be assigned.

**Requirements**

* Education : Business Administration, Marketing, Hotel Management or related field.
* Certification : Bachelor’s degree.
* Experience : Minimum 2 year experiences as the same position at 4/5star hotel/resort.
* Other: Hard working, be honest, active in work as well as ready to work under high pressure. Management skills.
* Ability to communicate fluently in English language, both verbally and in writing.

I have read and discussed the above with my Manager and I fully understand the description of my position.

**Name of Employee**

**Date Received**

**Signature**