



# Job Description

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## DIRECTOR OF SALES

<b>Department:</b>	<b>SALES</b>	<b>FLSA Status:</b>	<b>HOURLY NON-EXEMPT</b>
<b>Reports To:</b>	<b>GENERAL MANAGER/ VICE PRESIDENT OF SALES</b>	<b>Effective Date:</b>	<b>January 1, 2018</b>

### Job Title: DIRECTOR OF SALES

#### SUMMARY

This position develops and solicits business from all markets to ensure the necessary advance bookings needed for a successful and profitable operation for the hotel.

#### ESSENTIAL JOB FUNCTIONS

The position requires the ability to perform the following essential job functions, with or without reasonable accommodation:

- Direct the solicitation efforts of the sales staff through effective oral and written communication while overseeing rate, date and space commitments for group room sales within the hotel.
- Administer the staffing, training and performance reviews for the Sales Department. Ensure training programs are conducted regularly and the hotel's standards of performance are met. Give guidance and counsel staff toward improvement.
- Complies and/or directs the preparation of reports pertaining to the operation of the Sales Department to include, but not limited to the annual and monthly Forecast, Marketing Budget, Lead Management System, Booking Report, Answer Net reports and Sales Meeting Minutes.
- Coordinate ongoing research of the travel industry to detect market trends and related information for development of new marketing strategies. make reasonable recommendations to improve potential from various markets.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals
- Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
- Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.
- Directs product research and development.
- Develop and conduct persuasive verbal sale presentations to prospective clients. Internally promote the hotel's programs. Meet with and entertain clients some of which will require travel.
- Initiate preparation of computerized annual Market Plan and execute plans as outlines, critically examining and adjusting as deemed necessary by current market conditions.
- Organize and/or attend scheduled Sales Department and related meetings.
- Coordinates liaison between sales department and other departments.

## **HOURS AND ATTENDANCE**

- Up to 40 hours per week with varied and flexible shifts/days, likely to include nights, weekends, holidays and overtime.
- Regular attendance in conformance with the standards, which may be established by the Hotel from time to time, is essential to the successful performance of this position. Team members with irregular attendance will be subject to disciplinary action, up to and including termination of employment.

## **MARGINAL OR SUPPORTIVE FUNCTIONS**

In addition to performance of the essential function, this position may be required to perform a combination of the following supportive functions, with the percentage of time performing each function to be solely determined by the supervisor based upon the requirements of the hotel.

- Conduct site inspections with potential customers.
- Ability to travel to industry-related tradeshow in various destinations around the world.
- Ability to reach up to approximately eight feet to setup and dismantling of booth displays and carrying a minimum of 25 pounds for transporting of collateral material is required.
- Participates in key organizations as recommended by management and Regional Director of Marketing.
- Participate in Manager on Duty program.
- Other duties as assigned by the Regional Director of Marketing and/or Director of Operations.

## **PHYSICAL AND MENTAL DEMANDS OF POSITION, INCLUDING ENVIRONMENT**

The individual holding this position must be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities:

- Must be available to work a variety of hours, varied tasks under varied conditions.
- This position requires up to 50% travel. Frequently travel is outside the local area and overnight.
- Must have knowledge of travel industry, current market trends and economic factors.
- Must be able to frequently move freely about the office, and maintain manual dexterity to access computer via keyboard and operate office equipment, such as telephones, copiers, fax machine, computer systems etc.
- Must be able to meet deadlines as required, meet multiple deadlines as business demands.
- Must be able to communicate effectively in a positive/upbeat fashion utilizing English; both orally and written.
- Must exhibit positive interpersonal skills with focused attention to guest needs and varied business contacts.
- Hearing and visual ability to observe and detect signs of emergency situations and to access and accurately input information using a moderately complex computer system.
- Ability to lift and transport items weighing up to 25 lbs.
- Must be able to frequently move freely about the hotel, including up and down stairs during shift and remain standing for extended periods.
- Protection from weather but not necessarily changes in temperature.
- OSHA laws require the use of Personal Protective Equipment (PPE) when performing work duties that have the potential of risk to your health or safety.
- Normal routine involves no exposure to blood, body fluid or tissue, but exposure or potential for exposure may occur.

## KNOWLEDGE AND CRITICAL SKILLS

The individual holding this position must possess the following knowledge, skills and abilities:  
some other combination of skills and abilities.

- Knowledge of travel industry, current market trends and economic factors.
- Extensive skill in development and delivery of sales presentation.
- Ability to access, understand and accurately input information using a moderately complex computer system.
- Ability to effectively deal with internal and external customers and staff, some of whom will require high levels of patience, tact and diplomacy to diffuse anger, collect accurate information and resolve conflicts.
- Ability to stand and move throughout the hotel property and continuously perform essential job functions.
- 4 years' sales experience and 2 years of supervisory experience and/or prior hotel or hospitality experience preferred.
- Any combination of education, training or experience that provides the required knowledge, skills and abilities.
- Proof of authorization/eligibility to work in the United States.
- High School Diploma or equivalent.
- 2 or 4-year college degree a plus.
- Basic mathematical skills and considerable skill in the use of a calculator to prepare moderately complex mathematical calculations without error.
- Ability to listen effectively and to speak English clearly to communicate with customers and team members and prepare written complex reports of room availability and revenues generated.
- Must have coordinating skills as pertains to determining time, place and sequence of operations or action.
- Ability to analyze information and make effective judgments.
- All team members must maintain a neat, clean and well-groomed appearance (specific standards available).

Upon employment, all team members are required to fully comply with the Hotel's rules and regulations for the safe and efficient operation of Hotel facilities. Team Members who violate Hotel rules and regulations may be subject to disciplinary action, up to and including termination of employment.

***This job description is not intended to detail every aspect of your job or list every task you may perform. It is provided as a general overview of the responsibilities and skills required to do this job successfully.***

***I have read and reviewed this job description with my immediate supervisor and fully understand the terms set forth:***

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**TEAM MEMBER SIGNATURE**

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**DATE**