

VILLAGE BY THE SEA
DOS

JOB TITLE: Director of Sales

Supervised by: General Manager

Position Summary: Develop, maintain and improve sales and marketing activities for the facility through a well-planned and directed solicitation program. To actively solicit and book group meetings and functions for the Conference Center, as well as, augment individual room sales by developing promotions and special events. Develop and implement a Sales & Marketing Plan in conjunction with the Hotel Manager. Perform Account Executive responsibilities as necessary.

General:

- Plan detailed events with clients
- Attend, facilitate, and oversee all events
- Answer all business inquiries regarding Conference Center
- Follow-up on all potential leads in a timely manner
- Plan and organize in-house events for future growth with new customers
- Work closely with maintenance and housekeeping staff to ensure smooth operation of events
- Schedule Conference Center staff according to events scheduled
- Properly train assist in all aspects of job
- Order supplies for kitchen/Conference Center
- Order additional AV equipment for conference needs
- Update General Manager with concerns regarding Conference Center
- Work closely with Caterer and Catering Staff
- Work together with Bartending Manager to supply guests with special requests and needs
- Generate worksheets and forms for in-house use
- Generate contracts for Conference Center events
- Generate contracts for group lodging
- Oversee job performance and sales of conference center staff

Financial:

- Help plan yearly budget according to needs and projected income.
- Monitor budget
- Invoice and reconcile events
- Ensure projected monthly income is being met

Human Resources:

- Properly handle all questions and concerns with clients
- Work as a team with outside vendors at all events
- Communicate with staff via meetings and calendars of all upcoming events
- Oversee and communicate with conference center and hotel staff monthly sales goals

Sales and Marketing:

Analyze present marketing strategies including:

- The development of the Conference Center
- Our place in the market (demographics, economy, functionality)
- Complete comparative analysis with establishments similar to ours
- Establish competitive pricing

Advertising:

- Strategic planning for facility advertising in conjunction with Hotel/Conference Center Manager and Marketing Agency
- Assess existing advertising plan/budget
- Track sources of inquiries and target most effective advertising
- Develop/coordinate advertising efforts with promotional programs, goals, and objectives

Public Relations:

- Create and implement promotions for conference center and pool & fitness center
- Network with area associates and businesses, such as, Chamber of Commerce, Convention & Visitors Bureau, Maine Innkeepers Association, Maine Publicity Bureau, Rotary Clubs and other area associations/businesses
- Work directly with caterer to create continuity between the customer's needs and the pricing structure
- Participate in conferences and trade shows
- Participate in Community events
- Plan events to showcase property and initiate new business

Reporting Relationships:

- Supervises Sales Staff
- Reports to General Manager
- Works collaboratively with other managers as necessary
- Oversees functions

Essential Behavior Requirements

- **Customer Service:** Displays a professional sense of urgency when communicating and interacting with customers, coworkers, and the public in a way that exceeds the customer's wants and needs. Identifies opportunities to improve and deliver additional value to customer's experience by presenting creative solutions and innovative ideas.
- **Communication:** Actively listens to customers, coworkers, and the public (viewing the situation from the customer's perspective) and works together to solve the problem through effective communication.
- **Problem Solving:** Ability to recognize and define problems; analyze relevant information; encourage alternative solutions and plans to resolve situations; seeks additional assistance when needed.
- **Quality:** Work "product or service" is free of errors and exceeds customer expectations.
- Assist Hotel Manager with daily tasks involving inventory, guest complaints, sales, and betterment of the property as a whole
- Works closely with all department managers and is responsible for the hotel and conference center in the absence of the General Manager.
- Participate and assist in facilitating weekly management meetings

Leadership

Shares the company vision, and relates company strategy to the associate's daily work. Positively communicates goals. Clearly and consistently inspires associates to achieve the highest standards and results. Displays decisive and firm leadership when necessary. Is professionally disciplined and respectful. Effectively and promptly deals with team performance issues. Adapts positively to changing situations. Handles criticism well, admits mistakes and makes corrections quickly and willingly.

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Minimum Qualifications

- ***Education or Experience-*** Associates (A.A.) degree in business related field; or one to two years related hospitality sales experience and/or training; or equivalent combination of education and experience.
- ***Language Skills-*** Must have developed language skills to the point to be able to: read, analyze, and interpret general business and sales documents, and financial reports. Write business letters, correspondence, summaries, and reports using prescribed format, and conforming to all rules of punctuation, grammar, diction, and style. Actively participates in discussions. Ability to effectively present information and respond to questions from management, clients, customers and the general public.
- ***Mathematical Skills-*** Requires mathematical development sufficient to be able to: compute discount, interest, profit and loss, commission, markups and selling price, and percentages. Demonstrates accuracy and attention to detail. Possess strong analytical, problem solving, and organizational skills.
- ***Reasoning Ability-*** Must have developed reasoning skills to be able to: positively identify problems, collect data, establish facts, draw valid conclusions and provide a viable solution. Thoroughly understand principles of service and/or product being sold. Ability to positively persuade and influence others to select your product and service. Determine or interpret work procedures for a team, assigning specific duties and encourage cooperative teamwork while promoting efficiency.

Physical Requirements

- Ability to pass physical exam, drug test, and background check
- Requires sitting, walking, and standing to a significant degree, reaching, handling, talking, hearing, and seeing
- Lifting up to 20 lbs. maximum with infrequent lifting and/or carrying or transporting of objects weighing up to 10 lbs.
- Ability to operate standard office equipment including personal computer, copiers, facsimile, and telephone
- Inside environmental conditions protected from weather conditions

PROBLEM SOLVING & ANALYSIS (Minimum requirements of the job): Effective supervisory, communication, interpersonal and organizational skills are essential. Requires the ability to prioritize work appropriately, anticipate needs, meet deadlines and handle multiple demands. Must be able to act without direct supervision and to respond to situations involving problem solving. Candidate must have past history of hotel & event sales. Candidate is responsible for reserving 55% of annual conference center budget.

I understand that the job description is not a comprehensive list of my job duties and it is up to me, along with my supervisor's guidance, to determine the best and most efficient way to accomplish my job duties and responsibilities. I also understand that should my job duties change significantly, which may occur based on the business needs of the organization; it is my responsibility to notify my supervisor so that my job description is updated accordingly. I acknowledge that the job description will be used as the basis for my performance review.

Associate Printed Name & Signature

____/____/____
Date