

DIRECTOR OF SALES

BALTIMORE, MD

Currently seeking an energetic, service-oriented and results-driven Director of Sales for a property located in **Baltimore, MD**. We're looking for a motivated individual who has a passion for the hospitality industry and embraces integrity, service, grit, respect, empowerment, ambition and teamwork - all the core values that cultivate our winning culture of success.

The Director of Sales is to supervise the overall sales effort of the hotel, including developing new accounts, maintaining existing accounts, rate and inventory management, OTA management, supervision of sales related personnel, implementation of sales and marketing strategies so as to maximize profits of the hotel while maintaining guest and associate satisfaction.

Essential Responsibilities:

- Provides professional and courteous service at all times.
- Supervises assigned sales staff: hiring, terminations, disciplinary actions, performance evaluations and development.
- Qualifies all prospective leads.
- Participates and leads the rate and inventory initiatives, including but not limited to participating in franchise revenue management service.
- Oversees all hotel and franchise field marketing initiatives.
- Meets with and maintains rapport with individuals and contacts in order to produce groups and/or convention business, to include Guest room, meeting space, services and Catering/Banquet sales for both the group and transient markets.
- Buys and places all hotel advertising within the guidelines and budgetary requirements as stated in the annual marketing plan and budget.
- Attends all high profile events hosted in the hotel.
- Attends civic meetings ensuring a positive rapport and relationships with area decision and opinion leaders including but not limited to, local chamber, convention and visitors bureau, rotary, et al.
- Schedules group rooms, conventions and business group activities at the hotel.



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- Maintains liaison with other departments to facilitate services agreed upon by the sales office and prospective clients.
- Assists the General Manager in the creation and update of the hotel's marketing plan and budget.
- Formulates and executes projects for all market areas as stated in the marketing plan.
- Develops and maintains departmental budgets.
- Maintains good rapport with area business leaders and local civic groups and companies.
- Enforces sales related policies and procedures.
- Ensures sales activities meet or surpass profit plan.
- Develops and maintains client files.
- Develops and implements sales and marketing strategies.
- Works with the Convention and Visitors Bureau to control dates, availability and rates.
- Approves function space allocation for group catering and meeting bookings.
- Develops and maintains relationships with media contacts in order to maintain public relations effort.
- Stays abreast of competition and industry developments.
- Increase market share based on disruptive innovation and strategizing.
- Prepares reports as outlined including, but not limited to Productivity Report, Weekly Plan, Sales Call Reports, Market Share Analysis and Forecasts.
- Work closely with Food and Beverage and Rooms Divisions to ensure above average service levels.
- Conducts weekly sales meetings.
- Attends weekly staff meetings.
- Attends and present data, as requested at all meetings with management company and ownership groups for the hotel.
- Interviews, hires, trains and evaluates all sales personnel as required.



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- Completes projects as determined by the General Manager.
- Originate and carry out sales campaigns.
- Create new ways of presenting information that will attract peoples' attention.
- Speak and write clearly and convincingly.
- Frequently change from one activity to another.
- Understand how different kinds of people react to words, pictures and color.
- Work with all kinds of people.
- Marriott/Starwood Brand experience preferred

Specific Educational Requirements:

Four-year degree at an accredited institution of higher education or equivalent industry experience.

