

DIRECTOR OF SALES JOB DESCRIPTION

REPORTS TO: General Manager

GENERAL SUMMARY: The Director of Sales is responsible for directing all sales-related activities, including direct sales efforts, follow-up, and proper sales administration. He/she is also responsible for growing existing accounts and generating new business to ensure that room's revenue and meeting revenue meet or exceed budget in order to maximize revenue and profits and to improve the hotel's performance in the marketplace.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Supervise, administer and ensure timely completion of all activities in the Sales Department.
- Develop a full working knowledge of the operations of the hotel, including Front Office and Reservations.
- Develop a complete knowledge of company sales policies, and ensure knowledge of and adherence to those policies by the sales team.
- Develop and maintain market awareness to ensure ability to predict revenue opportunities and set proactive strategies.
- Meet or exceed set call and sales goals. Initiate and follow-up on all viable leads.
- Coordinate group and transient bookings to maximize profits.
- Operate within established sales and meeting room expense budgets.
- Monitor production of all top accounts and evaluate trends within your market and ensure the Sales Team is held accountable for those accounts within their territory.
- Participate in required M.O.D. and Saturday office coverage as scheduled.
- Ensure Meeting Rooms sales goals are met or exceeded and rental budgets are managed appropriately.
- Work with Corporate Sales to develop, implement, and refresh (as needed) effective marketing strategy.
- Maintain a professional working relationship and promote open lines of communication with managers, employees and other departments.
- Prepare required reports in a timely manner.
- Conduct weekly sales meetings according to KPHG standard.
- Comply at all times with KPHG standards and regulations to encourage safe and efficient hotel operations.
- Meet and greet on-site contacts.
- Maintain strong visibility in local community organizations.
- React to negative trends in marketplace by implementing blitzes or other promotions.
- Approach all encounters with guests and employees in an attentive, friendly, courteous and service-oriented manner.
- Maintain regular attendance in compliance with standards as required by scheduling. Maintain high standards of personal appearance and grooming, which include compliance with dress code and wearing a name tag when working.
- Comply at all times with standards and regulations to encourage safe and efficient hotel operations.
- Attend monthly all-employee meetings and any other functions required by management.

- Attend weekly staff meeting and provide training on a rotational basis, using steps to effectively train according to KPHG standards.
- Perform many other duties as requested by the General Manager.

KNOWLEDGE, SKILLS, & RESPONSIBILITIES REQUIRED:

- At least 2 years of progressive hotel sales experience; or a 4-year college degree in hotel management, marketing, business, or other related field and at least 2 years of related experience; or a 2-year college degree and at least 4 years of hotel sales experience.
- Supervisory experience required.
- Must have a valid driver's license in the applicable state.
- Long hours sometimes required.
- Light work - Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently or constantly to lift, carry, push, pull or otherwise move objects.
- Must be able to convey information and ideas clearly.
- Must be able to evaluate and select among alternative courses of action quickly and accurately.
- Must work well in stressful, high pressure situations.
- Must maintain composure and objectivity under pressure.
- Must be effective in handling problems in the workplace, including anticipating, preventing, identifying and solving problems as necessary.
- Must have the ability to assimilate complex information, data, etc. from disparate sources and consider, adjust or modify to meet the constraints of the particular need.
- Must be effective at listening to, understanding, clarifying and resolving the concerns and issues raised by co-workers and guests.
- Must be able to work with and understand financial information and data, and basic arithmetic functions.

ACKNOWLEDGMENT:

I have reviewed and I understand the expectations of this job description. It is understood that I will be required to meet the expectations outlined above within work hours that comply with all Wage and Hour Federal and State laws, and company policy.

Employee Signature

Date