

Job Description

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| Division: Sales & Marketing | | Department: Sales & Marketing |
| Job Title: | Director of Sales | |
| Reports to: | Director of Sales & Marketing | |
| Responsible for: | Associate Director of Sales Sales Manager Sales Executive Sales Coordinator | |
| Scope and General Purpose of Job: | | |
| <p>In conjunction with the Director of Sales & Marketing, ensure the efficient operation of the sales & marketing division and act as business manager for the sales team ensuring the rooms & event product is being actively sold & promoted. To manage key segments and to ensure the growth of the hotel's market share & revenue.</p> | | |
| Leadership Profile | | |
| <ul style="list-style-type: none"> • Learn & Grow – Leaders are quick and curious. They are more likely than others to be energised by the challenge of the unfamiliar, to quickly understand new or complex situations and data, and to share that learning with others. They are also likely to be more open to feedback, to reflect and learn from experiences and to recover quickly from setbacks. They probably also have a higher risk tolerance and greater resilience to recover from mistakes or failures than many of their peers. These behaviours and personal qualities are an advantage in becoming more effective as a leader over time. • Foster a Culture of Care – Leaders build trust through listening first, acting ethically and with integrity. They truly care about others and demonstrate that as they display empathy, create an inclusive environment, encourage diverse viewpoints, and recognize and reward excellence. They assume responsibility for the customer experience, prioritise stakeholder needs, and ensure colleagues have the resources and support they need to demonstrate to customers that we really care. • Adapt and Thrive with Change – Leaders look ahead and make needed changes happen. They are comfortable adapting or transforming existing processes or directions to customer needs, and are more proactive in identifying and removing barriers to change and engaging key internal stakeholders. They also tend to be aware of the broader business climate, able to connect trends in the external world to changes needed internally, and more likely to sponsor or coach teams driving change. • Achieve Results – Leaders are action-oriented, understand how to effectively work through others, and are undeterred by challenges. They move quickly to address issues and tend to be comfortable making decisions even when the right answer isn't totally clear. They are more likely to set clear expectations for colleagues on their team, hold their team to higher performance standards, and give direct feedback. At the same time, they tend to provide support to their team in order to achieve the goals – communicating, coaching and developing helping them to connect their individual work to a greater goals, and entrusting them to act. They are also more likely to see the bigger picture, think longer-term about their team's talent needs, and take a longer-term view of results that count. | | |

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Operational

- To implement and maintain established policies and procedures, so as to ensure a high level of guest service standard at all times in the Sales Team.
- To supervise the associates within the department ensuring that the correct standard and methods of service are maintained.
- To assign responsibilities to associates and to check their performance periodically.
- To conduct daily and weekly strategy briefings to associates in collaboration with Director of Sales & Marketing.
- To take a hands-on approach in the operation as may be required.
- To supervise the Sales Team and assist in their achievement of individual objectives.
- To ensure turnaround on all quotes according to brand standards.
- To be familiar and fully conversant in all areas of the Sales department and services of the hotel in general.
- To manage, motivate and continually evaluate sales manpower, activities / performance and productivity to ensure maximum effectiveness.

Financial Management

- Attend & represent the hotel at International/Domestic tradeshows/roadshows as outlined in the Annual sales & marketing plan.
- To prepare, in conjunction with the Director of Sales & Marketing, an annual operation budget which will form part of the business plan.
- Direct and efficiently manage room and event sales team to drive hotel revenues and achieve revenue and market share objectives.
- Liaise with Director of Sales & Marketing on major sales strategy decisions and autonomously direct the sales team on day to day sales standards and activities.
- Liaise with Director of Sales & Marketing on support strategies for other business areas within the hotel such as restaurants and spa revenue initiatives.
- Work closely with the MICE, Catering Sales, Groups team to ensure balanced strategy in achieving room and banquet revenues, and establish KPI's for each of the sales leaders to empower them to focus on business goals for their area.
- Ensure sales teams adhere to revenue management best practices when contracting FIT, group and catering business to maximise total hotel revenues.
- To strictly adhere to the established operating budget and ensure that all costs are controlled.
- To evaluate the Annual Business plan and ensure that key objectives are met.
- To work with the team to create personal business plans supporting the overall hotel business objectives.
- To increase occupancy, average rate and profits of the hotel through planning, guidance and training of hotel sales personnel.

Administration

- Ensure that Envision is managed correctly and that best practice sales processes are undertaken by the team.
- To attend meetings and briefings and any other necessary meetings as directed by the Director of Sales and Marketing.

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- Responsible for preparing the annual Sales and Marketing Business Plan in collaboration with Director of Sales & Marketing.
- To provide feedback and counsel to Director of Sales & Marketing on all sales-related activities.

People

- To lead the team in accordance with Hyatt's purpose and values.
- To undertake regular check-in conversations with team members, setting development plans and encouraging their career goals.
- To be responsible for associate recruitment.
- Implement and monitor associate departmental learning and development programs.
- To ensure that associates are performing effectively and address any performance issues appropriately in liaison with the Human Resources department.

General

- To assist in the building of an efficient team of associates by taking an active interest in their welfare, safety and development.
- To encourage associates to maintain good relationships with their colleagues and all other departments.
- To ensure that all associates report for duty punctually, wearing the correct uniform and name tag at all times. To ensure that they maintain a high standard of personal appearance and hygiene and adhere to the hotel and department's grooming standards.
- To ensure that all associates provide a friendly, courteous and professional service at all times.
- To assist in the training of associates making sure that they have the skills necessary to perform their duties in the most productive way.
- To supervise associates within the department, making sure that the correct standards and methods of service are maintained as stated in the Departmental Operations Manual.
- To ensure that the Department's operational budget is strictly adhered to, that all costs are controlled and expenditures are properly approved.
- To read the hotel's Associate Handbook and have an understanding of and adhere to the hotel's rules and regulations and in particular, the policies and procedures relating to Fire, Hygiene, Health and Safety.
- To comply with local legislation and be conversant and act in accordance with any legal issues relating to your department.
- To respond to any changes in the department as dictated by the needs of the industry, company or hotel.
- To be flexible in your job function and perform any other reasonable duties and responsibilities which may be assigned to you, including redeployment to other departments/areas if required, in order to meet business demands and guest service needs.
- To attend training sessions and meetings as and when required.
- To conduct and/or contribute to regular Departmental Communication Meetings.
- To ensure rosters are posted and timesheets submitted on time.
- To ensure that all associates are treated fairly and consistently as outlined in their terms and conditions of employment, local legislation, and company/hotel policies and procedure.
- To support and uphold Hyatt's corporate strategy and values in all interactions.

Date updated:

January 2019

Job Description

Name of Associate:

Date of receipt:

Signature of Associate:
