



Director of Sales – Northern Territory

Reports to:	Cluster Commercial Director
Direct Reports:	Sales and GM&E (Sales & Planning) Teams
Properties:	Hilton Darwin, DoubleTree by Hilton Esplanade Darwin, Hilton Garden Inn Darwin, DoubleTree by Hilton Alice Springs

OUR VISION

To fill the earth with the light and warmth of hospitality – by delivering exceptional experiences – every hotel, every guest, every time.

OUR MISSION

To be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for our Owners and a positive impact in our communities.

OUR VALUES

Hospitality	We are passionate about delivering exceptional guest experiences
Integrity	We do the right thing, all the time
Leadership	We are leaders in our industry and in our communities
Teamwork	We are team players in everything we do
Ownership	We are owners of our actions and decisions
Now	We operate with a sense of urgency and discipline

JOB OVERVIEW

In this role you will be sales focused and promote, sell, and control the event spaces, F&B Outlets and bedrooms available in the hotels. The role leads the Sales and GM&E (Sales & Planning) Teams in developing their operational expertise and bringing to life the Hilton's values, company vision and mission of being the most hospitable company in the world.

The role is an integral part of the Commercial team that is responsible for revenue generation across Managed Sales Segments and GM&E of each hotel including establishing effective working relationships with senior team members within the respective hotels and Above Property Teams.

The Cluster Director of Sales role also provides support and advice to the Cluster Commercial Director in strategic planning and overall business goals relating to business development issues of the brand and the hotel, protecting, and guarding corporate standards, brand integrity and hotel image.



RESPONSIBILITIES

Hotel Strategy & Management

- Support in the design of the hotel business strategy with a focus on the managed segments in Sales and GM&E.
- Support the Cluster Commercial Director in leading the hotel business team to achieve relevant key indicators, including but not limited to managing the hotel's continued profitability, ensuring the hotel's revenue and profit, and guest satisfaction to meet or exceed the standard requirements.
- Actively participate in the key management issues of the property (e.g., planned refurbishment, training, customer service improvement campaigns).
- Actively support the hotel by providing advice, support, and training in upselling and cross selling skills to Front Desk and F&B team members.
- Actively promote the generation of rooms, event space and restaurant revenue.
- Fully support, and take responsibility where applicable for, revenue driving initiatives in car park, laundry, telephone, in-room new/creative technology (movies, internet etc.), business services.

Revenue Management

- Supports Cluster Commercial Director in analyzing competitors' activities and pricing strategy.
- Reviews the fair market share with major competitors on a weekly, monthly and YTD basis.
- Rooms - Analyse trends of business by market segment, channel, and GOB – co-ordinate all activities to maintain and increase revenue through added business volume and increased rate.
- Support the Revenue Manager (RMCC) to maximize occupancy and average rate through good inventory and yield management control.
- Support the Cluster Commercial Director with the monthly and quarterly forecast process at hotel level and present to regional as required.
- Analyse performance of existing customers.
- Schedule detailed action plans to support the Revenue Proposal for the Managed Sales Segments and GM&E sections of the business.
- Support in the identification of the capabilities of the hotel to serve the various types of business and programming of hotel sales efforts to solicit those sources the hotel is best qualified to serve, profitably.
- Monitors production and profitability of offers and packages within Sales and GM&E.
- Conference & Catering - Responsible through GM&E Manager and Cluster Revenue Manager to establish strategy and procedure for:
 - Inquiry handling and conversion
 - Space control
 - Response rates
 - Occupancy statistics for all conference/banquet rooms
 - Inquiry conversion statistics and improvement when needed
 - Creation of Events to fill need periods
 - Reviews Menu pricing in all of F&B.
- Maintenance of Systems & Procedures - Maximize the use of systems and maintain accuracy of all reservations and other data.
- Ensure that all the rates are loaded by accurate completion of the database.
- Maintain up to date knowledge of uses/applications of all sales and revenue management systems, including (but not limited to Delphi).
- Undertake all reviews of standards & procedures as necessary.

Sales

- Develop key account management strategies which increases Hilton's market power and closer matches the way customers choose to buy for corporate, leisure and MICE.
- Develop the right Account Plans to repurpose teams to ensure that sales resources are mobilized to drive market share from Key Accounts with the highest potential.
- Ensure that Global Key Accounts active in the hotel are managed by an appropriately.
- Develop powerful personal relationships with decision makers and influencers within the top producing locally based accounts.
- Ensure that measurement systems are in place to track the production of all targeted accounts.
- On an annual basis identify the key retention and acquisition accounts for the hotels within the cluster.
- Actively seek out new sources of business across all facets of the hotels – Accommodation and GM&E
- Develop and manage appropriate travel manager/booker programs.
- Work closely with above property sales to drive corporate, MICE, consortia segments for your hotel.
- Prepare Business Cases to gain inclusion in key Corporate RFP's (year-round).
- Organize and conduct site inspections, familiarization stays, office presentations (virtual & in person) to showcase both hotels.
- Record all activity in CRM system.
- Outbound Sales - Promotes business for other Hilton Hotels where relevant.
- Meet agreed targets on room nights and GM&E revenue.
- Attendance at major travel/trade shows as required.

People Development

- Ensure that effective processes are in place for the recruitment, induction, training and development of all Sales and GM&E (Sales & Planning) team members in the hotel.
- Spot talent within the team and develop them for future increased responsibility.
- Encourage the movement of Sales and GM&E (Sales & Planning) team members around the department and between Hilton hotels.
- Create succession plans for all direct report positions.
- Address performance issues in a supportive, timely and decisive manner.

Marketing & Public Relations

- In conjunction with the Cluster Commercial Director and Marketing team establish hotel positioning documentation for the hotel that include:
 - In-depth SWOT Analysis
 - Key Messages and Positioning Statement
 - Establishment of Advertising and promotions action plan and budget
 - Proposal and implementation of local and regional advertisement campaigns
 - Attend major PR related functions within the hotel
- Manage, and review the effectiveness of all Room Sales and GM&E promotions.
- Ensure that the hotel is well marketed on Internet and other distribution channels within agreed Hilton standards.
- Support in implementing all agreed Worldwide, Area or country marketing promotions initiatives.
- Ensure the Sales and GM&E (Sales & Planning) teams conform to Hilton brand standards and corporate identity.
- Ensures the hotel is represented as an active member of the local community through association membership.
- Ensure promotional marketing activities with Hilton Honors.

Budget & Fiscal

- Support the Cluster Commercial Director in producing the annual Revenue Plan, S&M budgets, and forecasts in conjunction with Hotel Team.

Workplace Health & Safety

- Work in a safe and healthy manner and encouraging the safe behavior of your peers.
- Take reasonable care for the health and safety of yourself and others (Team Members, contractors, guests, Members of the public).
- Keep your work area safe, clean, and tidy.
- Accept and abide by the intent and instruction of the OSH Commitment.
- Participating in OSH consultative meetings relevant to your department, emergency response rehearsals and reviews.
- Report immediately, to you direct supervisor any hazards which may cause injury, ill health or damage and actively participate in programs undertaken to eliminate or control such hazards to the extent to which you are authorized and/or qualified.
- Report immediately all incidents and near misses– no matter how small to your direct supervisor
- Undertake all training in safe work practices, system requirements, and where necessary, re-training.
- Participate and cooperate in our rehabilitation and return to work program if injured.
- Wear and maintain all personal protective equipment (PPE) as required your job or work environment.
- Cooperate with DoubleTree by Hilton Perth Northbridge & DoubleTree by Hilton Perth Waterfront regarding any requirement that is enforced in the interests of health, safety, and welfare at work.

Travel with Purpose

- Recognize Hilton's environmental responsibility and commitment in working towards a sustainable future and champion these, especially within the pre-opening phase.
- Actively get involved with community activities and encourage your team to do the same.
- Perform all duties in accordance with Hilton's environmental policies and projects.

CONFIRMATION OF ACCEPTANCE:

I have read and understand the requirements of this position. I agree to consult with my Manager should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet the required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organizational and department needs and therefore will be updated from time to time. I agree to perform any additional reasonable tasks as requested.

Name: _____

Signed: _____

Date / /