

POSITION:

销售与市场营销总监 (亚美隆玉博园酒店)

DIRECTOR SALES & MARKETING – AMERON LU'AN JINZHAI

LOCATION:

中国安徽省六安市金寨县

JINZHAI COUNTY, LU'AN CITY, ANHUI PROVINCE, CHINA

REPORTING to: VP / CORPORATE DIRECTOR OF SALES & MARKETING

POSITION SUMMARY

As Director of Sales & Marketing, it is to set and achieve company missions, goals and objectives. Overall responsibility is to maximize all revenue opportunities for Ameron Lu'an JinZhai as well as brand reputation, using industry tools, strong leadership, understanding of the market, and the creation of more business opportunities, working together with other corporate teams and hotel management teams and eventually benefit owner and management company.

POSITION PROFILE & RESPONSIBILITIES

- Overall responsibility for achievement of all budgeted hotel revenue streams. Areas include but are not limited to room revenue, banquet and catering, room rental and resource revenue, all Food and Beverage revenue and if applicable spa, golf, retail shop, and audio visual. Increase business from existing channels while creating new business development opportunities.
- Develop presentations and key owner communications to best represent the hotel and satisfy the requirements of the ownership group
- Through critical thinking, ensure strategies are consistent with the dynamic needs and goals of the property both short and long-term. Forward thinking strategy development and execution to drive profitable business results. Ultimately a creative thought leader who can influence and capture business through enhanced proposals, special events and site inspections. Manage and align advertising opportunities and spend.
- Establish excellent working relationships with all internal departments and hotel management teams for driving hotel revenues, especially reasonable utilization of Plateno Group's resource.
- Reporting, Analytic, Pricing, Market Intelligence while maximizing profitability, forecasting and revenue management strategies.
- Collaborate with hotel management teams to evaluate business opportunities to include but not limited to configuration and compliance of optimization tools to provide pricing and inventory guidance to all sellers.
- Relationship building, negotiations and site inspections. Ensure that all sales related activities support our customer satisfaction and retention goals. Business travel as needed to industry trade-shows and events.
- Support & help hotels to look for right persons in Sales & Marketing team.
- Engage field marketing and support teams to leverage relevant positioning/perspective and the team intimate consumer knowledge available via this discipline.
- Development and management of the hotel collateral including websites photography, brochures, sales kits and restaurant promotions.
- Ensure the Social Media and Public Relations strategy is in line with that of brand and is effectively targeting the demographics of the hotel guest. Engage with the support teams when necessary to leverage their intimate knowledge of the consumer.
- Representation of the hotel through committees, engagement in local charitable and non-profit entities, outreach opportunities and board participation. Proactively positioning the hotel as a business leader in the community. Identify opportunities for future business development.
- Active involvement with Convention and Visitors Bureau and Convention Center resources, as well as applicable tourism and government entities.
- Work with hotel sales team to review, analyze and collaborate on revenue opportunities by weekly and monthly meeting.
- Business contract for all segments, involving corporate, wholesale, OTA, MICE etc. and work

with hotels for yearly rate structure & budget setup & review.

- Participate in the preparation of the Strategic Business and Operating Plans.
- Develop relationships with key business customers and foster new business opportunities by sales calls, business travels and sales roadshows.

EDUCATION

- Bachelor degree or above in Hotel / Marketing Management

EXPERIENCE and QUALIFICATIONS

- Excellent hospitality experience on sales & marketing in hotel industry
- Good sales networks in China and global market
- Over 10 years' work in international chain hotels, including Shangri-La Hotels & Resorts, Marriott Hotels & Resorts, InterContinental Hotels Group, etc.
- Good understanding for hotel operation, loyalty program and project development
- New hotel opening experience is an advantage
- Fluent in Mandarin Chinese and English both oral and written
- Chinese national

COMPETENCIES

- Managing Performance
- Team Building
- Strategic Management
- Customer Relationship Management
- Making Decisions
- Problem Solving

Character Traits

- Adventurous
- Patient
- Persuasive