



THE *Fairmont*
HAMILTON PRINCESS
BERMUDA

Closing Date: March 12, 2013

DIRECTOR OF SALES & MARKETING

The Fairmont Hamilton Princess is seeking a dynamic, highly motivated, results oriented professional to lead our Sales & Marketing team in the role of Director of Sales & Marketing. The ideal candidate will have a solid sales back ground; a strong marketing skill set, ideally with experience in re-positioning, and well rounded revenue management, and conference services/catering knowledge. This historic hotel is being repositioned via a multi-million dollar redevelopment and will be the hotel of choice of off-shore travelers from the US east coast. The successful candidate will play an integral role in this repositioning.

RESPONSIBILITIES:

Reporting to the General Manager, the position is accountable for managing the Sales, Marketing, Revenue Management, Reservations, Conference Services and Catering division of the property. As an active member of the Executive Committee, the Director, Sales & Marketing will oversee the strategic direction and day to day operation of the Department. Key areas of responsibility and essential job functions include but are not limited to the following:

- Actively participate in the strategic planning and ongoing development of the hotel including the management of all marketing initiatives including public relations, internet marketing and all traditional marketing opportunities
- Drive business from key feeder markets including eastern seaboard of the United States of America
- Direct and manage all activity related to the Sales, Conference Services/Catering, Revenue Management and Reservations departments, ensuring all service standards are followed, and maximum revenue generation is achieved.
- Set individual room revenue and/or room night goals
- Responsible for all sales, and conference services/catering colleagues' achievement of individual goals including guidance and direction in the development of segment action plans
- Prepare and administer the hotels annual Sales & Marketing Plan and Advertising and Promotions Budget
- Maintain open communications with the New York Sales Office, Global Sales Offices, Global Reservations, and local Tourism officials
- Ensure the achievement of sales objectives on a monthly, quarterly and yearly basis
- Participate in select Sales activities both on and off property
- Manage the Sales incentive programs
- Ensure the integrity of key accounts, the key prospect data base and monitoring of the Sales software programs for accuracy and thoroughness
- Balance operational, administrative and Colleague needs
- Follow departmental policies and procedures
- Follow all hotel safety policies
- To consistently offer professional, friendly and engaging service
- Other duties as assigned

QUALIFICATIONS:

- At least two years of previous experience as a hotel Director of Sales & Marketing with responsibility for Conference services and catering required
- Past experience with openings, repositioning and renovations preferred
- Demonstrated leadership and team building skills a must
- A high degree of professionalism and administrative skills are critical
- Computer literate in Opera Sales & Catering and Microsoft Windows applications
- University/College degree required in a Hospitality or Marketing related major
- Demonstrated strong presentation skills to investors/owners and travel partners is required
- Excellent communication skills, both written and verbal required
- Strong interpersonal and problem solving abilities

The successful candidate will be required to work additional hours including weekends and public holidays when necessary.

If you are interested in meeting the exciting challenges described above, please apply via our career portal at <http://www.fairmontcareers.com>.