



## **Hotel Sales and Marketing Director**

The Bermuda Housing Corporation has an opportunity for a Hotel Sales and Marketing Director to oversee and manage sales staff and reservation to ensure maximum revenue, promotional coverage and marketing opportunities are achieved for the Bermudiana Beach Resort. The successful candidate will report directly to the Bermudiana Development Company, General Manager.

### **Primary responsibilities will include:**

- Reports to the General Manager and works with the sales Administrator to ensure understanding of sales strategy and effective implementation of this strategy for the segment.
- Works with management team to create and implement a sales plan addressing revenue, customers and the market for the segment led by the DOS.
- Maintain and promote a teamwork environment with effective and clear communication amongst co-workers.
- Ensure best client service is being made available through communication amongst the team, cross training within the department
- and appropriate office coverage.
- Set example through professional, friendly attitude towards clients and co-workers, timely response to clients and co-workers needs and observance of sales office standard.
- Ensure hotel meets or exceeds budgeted goals.
- Follow and track company cross-sell procedures.
- Utilize company profile database to determine geographic areas for travel agent calls while maintaining top and existing travel agent accounts.
- Organize travel agent month and travel agent appreciation rates for slow months.
- Assists with the development and implementation of promotions, both internal and external.
- Creating a focus on attracting new business.
- Attending and contributing to the monthly sales strategy meeting
- Updating and owning the sales strategy & sales plan with the General Manager.
- Review and approves any special corporate negotiated rates by signing the CVGR (Company Volume guaranteed rate) contract.
- Provides positive and aggressive leadership to ensure maximum revenue potential (e.g., sets example with personal booking goals).
- Leads on-property sales functions to build long-term, value-based customer relationships that enable achievement of hotel sales objectives.
- Recommends monthly room nights target goals for sales team members.
- Participates in sales calls with members of sales team to acquire new business and/or close on business.
- Develop and send informative press releases to targeted lists highlighting all activities and promotions.
- Maintain and expand corporate incentive program via direct mail, personal visits etc.
- Oversee and ensure the updating of rates, promotions on hotel website, OTA's (Online travel agents), GDS (Global Distribution System) etc. without any rate parity.
- Responsible for the training of Sales Administrative Assistant and any other sales staff.
- Follow and promote hotel standards with guests, co-workers
- Evaluates and drives the hotel's participation in the various sales channels, market sales, event booking centres, electronic lead channels, etc.
- Monitors all day to day activities of direct reports.
- Executes and supports the operational aspects of business booked (e.g., generating proposal, writing contract, customer correspondence).

### **Prerequisites:**

- High degree of commercial awareness and be able to understand links between sales and profit with excellent sales and negotiation skills.
- Good business sense and the ability to motivate and lead a team.

### **EDUCATION:**

- Master's degree in Business Administration, Marketing, Hotel and Restaurant Management

### **EXPERIENCE:**

- 5 years' experience in the sales and marketing or related professional area.
- Three years' minimum experience in a senior sales role.

If you are interested in this opportunity and meet the above requirements, please submit a cover letter, and resume complete with references, no later than **August 15th, 2022**, to:

Bermudiana Development Company Limited  
Seven Arches, 44 Church Street (East Entrance),  
Hamilton HM 12, Bermuda  
Attn: Human Resource Manager  
E-mail: hrrecruits@bhc.bm

***Bermudiana Development Company Limited is an Equal Opportunity Employer***