

## **The Arlington Resort Hotel & Spa**

### **Job Description**

Job Title: Director of Sales & Marketing

Approved By: Scott Larsen

Department: Sales

Date Approved: 10/26/23

Reports To: General Manager

Classification: Exempt

The Hotel Director of Sales & Marketing oversees Sales & Marketing of the Arlington Resort Hotel & Spa, as well as providing strategic sales direction. This position is involved in all aspects of the hotel Sales & Marketing. The Hotel Director of Sales Marketing must be able to guide the Sales Team to work as a well-functioning team. You must be a team player and an effective leader, able to set examples and foster a climate of cooperation.

#### **Essential Duties and Responsibilities**

- Develop and implement strategic sales and marketing plans to achieve company objectives
- Identify new business opportunities and target markets
- Build and maintain strong relationships with key customers and partners
- Lead and manage a sales team to meet or exceed sales targets
- Oversee the development and execution of marketing campaigns
- Monitor market trends, competitor activities, and customer preferences to adjust strategies as needed
- Collaborate with cross-functional teams to ensure alignment of sales and marketing efforts
- Provide regular reports on sales performance, market trends, and competitor activities to senior management
- Ability to understand Guests' service needs, converse calmly with Guests, co-workers, or supervisors in sometimes tense situations.
- Ensure effective communication from guests, through the sales team and CSM using the BEO process for the operations team to execute guest expectations.
- Monitor the contract process for all sales managers to ensure they protect the Hotel and meet the needs of the property.
- Ability to be well organized, maintain concentration and complete all work assigned
- Focus attention on performance of tasks despite frequent, stressful, or unusual interruptions.
- Ability to manage, coach, train, and develop direct reports.
- Ability to work cohesively with co-workers and other departments as part of a team
- Ability to build morale and spirit

## Qualifications

- Proven experience in business development, hotel sales, and market analysis
- Strong track record of success in outside sales and achieving sales targets
- Proficient in using Delphi or other CRM software for managing customer accounts and tracking sales activities
- Excellent leadership skills with the ability to motivate and inspire a sales team
- Exceptional communication and interpersonal skills for building relationships with customers, partners, and internal stakeholders
- Strong analytical skills for market research, trend analysis, and decision-making
- Customer-focused mindset with a commitment to delivering excellent service
- Ability to effectively manage multiple priorities and meet deadlines
- STR report benchmarking tool knowledge a plus!
- Degree in Business Administration, Hotel/Hospitality Management, or relevant field preferred

## Physical Requirements

- Be able to stand for extended periods of time
- Be able to walk and climb stairs

If you are a results-driven professional with a passion for sales and marketing, we want to hear from you! Join our dynamic team as the Director of Sales and Marketing and play a key role in driving our company's growth. We offer competitive compensation packages, including benefits and opportunities for career advancement. Apply now to take the next step in your career.

## Employee Acknowledgement and Agreement of Job Description

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Employee Printed Name

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Supervisor Signature

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Employee Signature

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Date