

# OLYMPIA HOTEL MANAGEMENT Job Description –Director of Sales

<b>Position:</b> Director of Sales	<b>Department:</b> Sales & Catering	<b>Supervisor:</b> General Manager	
<b>Job Titles Supervised:</b> Sales Manager, Catering Sales Manager, Coordinators	<b>Date:</b> 11/8/17	<b>FLSA:</b> Salaried (Exempt)	<b>Benefits:</b> Management/HO FT

## **Overview:**

The Director of Sales & Marketing oversees the members of the sales team, their work flow and all sales strategies. The DOS is responsible for managing the soft brand relationships, business opportunities. Also responsible for prospecting for new opportunities, setting rates, negotiations and maintenance of The Williams College account, Business Travel Accounts, tour business and travel agency relationships. The DOS is ultimately responsible for all booking and revenue decisions made in the best interest of the property. The Director creates and maintains relationships with potential and existing clients, ensuring that each property revenues meet or exceed budgets, as well as developing a growing mix of business that enhances the hotel's value and ultimate bottom line. The Director is responsible for marketing and making sure all revenue generators are profitable. This position supports, supervises, and develops the Sales Managers/Catering Managers and Coordinators to enable them to work independently and as a team successfully in their area of expertise. This is a selling position. The Director of Sales will be responsible for completing all tasks to open the new Williams Inn.

This employee must display effective listening and communication skills, initiative, ability to work independently and in teams, and lead by example. He/she must be able to exercise good judgment and discretion, display effective problem solving skills, and provide excellent customer service. Additionally, he/she must have the ability to multi-task, maintain composure under pressure, and display a high level of professionalism, integrity, and follow through.

## **Additional Information:**

In order to apply for this position, you must be legally authorized to work in the United States. Upon hire you must complete the I-9 form within the first 3 days of employment.

We expect our employees to approach their work with passion, enthusiasm, and attention to customer satisfaction. We also expect our employees to champion, embrace and live the company values: Fun, Accountability, Concern for Others, Continuous Improvement, and Trust. Our values are at the center of everything we do. We use them as guides to make decisions and chart our course on a daily basis.

## **Essential Functions of the Job:**

- *Regular attendance and reporting to work on time, ready to begin your shift is an essential function of employment (being tardy places an unfair burden on the team)*
- *Ability to work flexible schedules (including weekends, nights, holidays) to meet hotel/guest needs*
- *Communicating effectively, both verbally and in writing (i.e. use appropriate language, display proper tone, attitude and body language when communicating)*
- *Ability to understand and follow instructions as directed by supervisor/manager*
- ***Working Safely*** is a condition of employment. *All employees must follow the safety policies*
- *Performing the job duties as described. (Reasonable accommodations will be considered in accommodating disabilities. If you believe you need an accommodation, please speak with your supervisor, General Manager, or Human Resources)*

## **Expectations of all Employees:**

- ✓ Be polite, courteous and helpful to all guests and coworkers, displaying a positive "can do" attitude while maintaining a high level of professionalism consistent with the company values
- ✓ Acknowledge our guests with a smile and friendly "hello." Promptly attend to guest needs
- ✓ Comply with all hotel policies and procedures, i.e. Employee Handbook, Conduct Policy, Safety Policy, etc.
- ✓ Comply with guest privacy standards
- ✓ Report to your supervisor or the MOD, ***immediately, all injuries*** occurring while on duty, *no matter how minor.* (Fraud, Dishonesty and False Statements regarding an injury will result in disciplinary action up to and including termination)
- ✓ Act as a safety and security agent by identifying and reporting potential risks to guests and/or employees to the Manager or General Manager
- ✓ Arrive to work on time (follow call-out policy), and in appropriate work attire, (uniform, foot wear and name tag) neat in appearance
- ✓ Complete work in a timely manner and meet productivity standards/expectations

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- ✓ Keep work area clean, neat, and well organized
- ✓ Demonstrate a team behavior and attitude of working together effectively to accomplish tasks (even if outside specific job duties)
- ✓ Perform additional duties as assigned
- ✓ Participate in Manager on Duty (MOD) shifts

## **Job Duties and Responsibilities:**

### **PLANNING**

- Within first 90 days, complete Olympia Sales process training.
- Create and manage the **annual** marketing plans
- Participate in the annual budgeting process with Sr DOS and GM's. Coordinate monthly meetings to discuss pace.
- Submit required weekly reports to GM, Sr. DOS and OHM.
- Create revenue sources for each department to make sure they meet their revenue goals
- Accept leadership responsibilities by modeling proper selling techniques, effective development of others and commitments to industry and personal development.
- Interview, train, and orient new sales staff, when needed.
- Follow and complete the **opening** sales and marketing plan the new Williams Inn.
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### **SELLING**

- Ensure each hotel has appropriate mix of business – attend weekly staff and revenue meetings, frequent communication with Sr DOS, GM's, Rev Team and Guest Service Manager to review past/present/future business to make revenue decisions.
- Meet monthly revenue goals for room rental, food, beverage, a/v and guest room group sales.
- Available to travel to approved vendor shows, travel agent shows, and networking events, as well as top accounts to represent and sell property and possibly represent similar properties within our portfolio.
- Visit all NESAC and all "away" colleges at least quarterly. Monthly contact needed.
- Manage relationships with brand, clients, and vendors.
- Prospect (research and select) new business/leads and maintain existing accounts through telephone, written communications and face to face visits.
- Exercise discretion or independent judgment on matters of significant economic impact on the hotel; i.e. establish rate structures, ceilings and budgets. Negotiate and present group and account rates/prices, prepare contracts and exercise authority to negotiate and bind the company in financial agreements. Oversee all contracts before they are presented.
- Submit proposals to all RFP's (Requests for Proposals), making sure all responses are within 24 hours.
- Establish and maintain strong relationships with all assigned accounts through daily, weekly, monthly - outside and inside sales calls. (4-5 per week)
- Create promotional materials, programs and events to communicate with the college. Be on campus at least two days per week.
- Communicate upcoming site inspections with team and conduct property site inspections for current and prospective clients at their request or to introduce new clients to property and/or services.
- By doing weekly audits, make sure both hotels group blocks are managed, washed and tight prior revenue meetings.
- For all owned accounts, be able to and if needed serve as client contact for all details related to event or meeting, including but not limited to overnight room requirements, food and beverage menus, set-up and A/V requirements, event/meeting timelines and other enhancements as requested by client.
- Greet and communicate with clients during in-house functions.
- Respond to and resolve guest concerns or complaints in a timely and courteous manner.
- Join and participate in local networking organizations and social events to increase visibility.
- Participate in weekly Revenue meetings.
- Ensure all top producing accounts receive VIP treatment

### **SUPERVISING**

- Oversee sales offices workflow, structure and procedures.



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- Use property's computerized sales management system to manage both hotel's business, including (but not limited to) generating reports, entering business, blocking space and building accounts. Make sure team is trained and using systems to full capacity.
- Be able to understand and use all the tools and sales reports within the properties reservation and sales systems to assist with making the best decisions
- Review all event/function/meeting invoices for completion and accuracy and submit to client for payment. Participate in monthly AR meeting and follow-up on all outstanding accounts receivable for assigned clients.
- Operate the sales departments within established sales expense budget.
- Establish appropriate billing terms with all clients consistent with company policy and processes all advance deposits.
- Delegate appropriate tasks and projects to Sales team
- Ensure a positive, constant and open line of communication between all departments to meet clients' needs
- Oversee execution of outgoing contract orders

### **MARKETING**

- Oversee and implement marketing aspects of the hotels including social media, programming, photography and websites.
- Be the visionary for all marketing.
- Manage the work flow and strategies for website.
- Create and delegate a timeline for annual programing details. Timely complete all sales and marketing tasks.
- Be a strong and effective writer for blogging, sales and marketing reports and website content.
- Participate in monthly marketing meetings with the Marketing Manager at Olympia.
- Design, develop, promote and present marketing materials to agencies and organizations.
- Host quarterly influencer receptions at new property.
- Manage and schedule seasonal photo shoots.

### **CATERING | F&B**

- Work with the Chef and CSM for customized menu's, special promotions and holiday events. Responsible for marketing such promo's by the due dates. Also need to make sure banquet menu's are current and priced accordingly.
- Establish and facilitate food and beverage standards and procedures for PDR, group dinners and buy outs at new property.
- Serve as onsite contact for all third party vendors related to client event/meeting, making sure they comply, fit our needs and meet co. insurance requirements.
- Be in-tune with service requirements for each scheduled group/function.
- Make sure group résumés/BEO's are accurate and effectively communicated to all department heads by running organized and active BEO meetings. Communicate effectively and continuously between staff to provide exceptional guest service to clients and attendees, including follow up.
- If needed work with hotel team to tailor event components including: food, beverage, décor and service to client specification and vision.
- Be available to set up functions, attend and work events if needed.
- Orchestrate and facilitate pre and post conference meetings between client and appropriate hotel staff, if needed or requested.

### **OTHER**

- Participate in portfolio-wide sales events.
- Participate in Manager on Duty (MOD) shifts.
- Comply with Brand/OHM Standards (as applicable).

### **Manager Responsibilities & Expectations:**

- Support the hotel in achieving high performance levels in service and profitability
- Hold self and others accountable for achieving results
- Support a culture that promotes high employee morale and performance
- Provide strong leadership, motivate staff to reflect a high level of enthusiasm and guest satisfaction
- Respond to guest/employee concerns or complaints in a timely and courteous manner; (ability to effectively problem solve)



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- Effectively coach, motivate, lead and resolve employee concerns by timely communicating on-going positive and constructive feedback
- Keep timely & accurate documentation via performance log, attendance record, and corrective action form. (***Must partner with SR DOS/GM's/HR on all terminations***)
- Schedule staffing and assignment of daily duties to meet hotel needs while effectively controlling payroll
- With the Sr DOS, interview, select, train, and orient employees per OHM's process and procedures
- Set and adjust the rates of pay and status for direct reports (i.e. Full Time, Part Time, etc.)
- Ensure that payroll standards are being met (Verify compliance with PTO and Holiday pay policy)
- Review daily Time & Attendance punches in payroll and maintain Attendance Spreadsheet (log), accurately reflecting reasons for occurrences
- Review and maintain timely and accurate "status" of employees for benefit plans, i.e. Full Time, Part Time and Terminations
- Train team how to punch in, out and transfer departments (holds employees accountable)
- Promote the company Safety Policies and Procedures; participate in Safety Committee meetings; take appropriate action to remedy safety concerns
- Aggressively manage workers' compensation claims (partners with GM/HR as needed)
- Use meetings, memos or bulletins to keep staff informed of hotel events, policies, etc.
- Attend and participate in Department Manager meetings to foster open lines of communication
- Assume managerial responsibilities for the hotel in the absence of the GM (Must be knowledgeable of emergency procedures)

### **Skills Required**

#### **Core Skills:**

- ✓ **Leadership** – ability to effectively motivate, mentor, coach & counsel others to perform well (including appropriate documentation)
- ✓ **Customer Service** – deliver hospitable service that is attentive, friendly, efficient and courteous; demonstrate patience, tact and diplomacy
- ✓ **People Skills** – ability to collaborate, create rapport, and work effectively with others
- ✓ **Communication Skills** – ability to effectively listen & communicate professionally, both verbally and in writing
- ✓ **Problem-Solving & Analytical Skills** – ability to identify the issue, collect and analyze information to understand the problem and effectively resolve. Identify, recommend, and implement best practices
- ✓ **Judgment & Discretion** – appropriately handle confidential and sensitive information
- ✓ **Organizational & Time Management Skills** – ability to appropriately schedule time to meet job demands, multi-task, prioritize, follow through, and work efficiently with limited supervision
- ✓ **Aptitude & Adaptability** – ability to learn quickly and adapt to changing priorities and business needs
- ✓ **Composure** – ability to maintain composure and work under pressure, managing stress to meet business demands. (Calmly handle all customer and employee interactions & issues)
- ✓ **Attention to Detail** – ability to follow instructions and achieve thoroughness and accuracy when accomplishing tasks
- ✓ **Computer skills/ Technical Aptitude** – proficiency in computer technology, i.e. e-mail, MS Word, Excel, & other hotel related systems. Utilize technology to enhance organizational efficiency
- ✓ **Training** – ability to share knowledge and act as a resource in teaching others to perform tasks efficiently and safely

#### **Technical Skills:**

- ✓ Strong sales & relationship management skills
- ✓ Strong aptitude in working with numbers and comprehending Excel spreadsheets
- ✓ Keyboarding and general office administration skills
- ✓ **Digital Marketing** – must stay current on digital marketing and social media trends.
- ✓ **Business Travel Sales** – must have 1 - 3 years' experience, and strong closing skills.

### **Experience / Education:**

5 year's hotel & sales experience needed. Must have strong background in hotel sales. Must be very knowledgeable with social media, digital media and content management. College education and/or equivalent work experience; Delphi.fdc a plus. Must have strong writing and communication skills. Hotel opening experience preferred.

**Performance Measurement:**

90 Day performance review, on-going feedback from supervisor, attendance, productivity, feedback from others, etc.

**Physical Demands:**

Traveling to businesses and hotels (with overnight travel), flexible work hours including nights and weekends, especially during months leading up hotel opening; Extended workdays may be required to accomplish tasks and meet workload demands during peak periods. Potentially requires extended periods of walking or standing, computer keying, working at a desk, and viewing spreadsheets and other written material. There is also the potential for kneeling and lifting of objects up to 50 lbs. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Employee Acknowledgement:**

I have received a copy of this job description, have read and understand the expectations and responsibilities. I understand that if I need a reasonable accommodation to perform these job duties, I am to speak with my manager, or Human Resources. I recognize that the company reserves the right to modify this job description based on business needs and that I may be asked to perform additional duties as assigned.

\_\_\_\_\_  
Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date