

Director of Sales & Marketing

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Company: AccorHotel

Location: Nairobi

Category: other-general

Job Description

Primary Responsibilities

Prepare, implement and compile data for the strategic sales plan, monthly reporting, annual goals, sales and marketing budget, forecasts and other reports as directed/required

Analyze monthly P&L and month-end reports, identify deviation from business plan goals

Work with Finance and team in preparation and management of the department's budget and financial forecasts

Participate in management meetings to review progress towards achievement of business plan goals and develop the annual business plan related for the department

Sales & Marketing

Conduct daily briefing with department on current key activities

Direct and manage all group, transient, and catering/banquet sales activities to maximize revenue for the hotel

Survey, review and analyze competition, market trends, customer needs and comments in order to be proactive and adapt with business intelligence

Determine the effectiveness of existing programs and develop new strategies

Manage/direct all advertising, public relations and promotional activities in conjunction with corporate marketing and public relations departments

Actively participates in sales presentations, property tours and customer meetings

Evaluate changes in guest needs, the guest mix and competitive set, to recommend appropriate product/service and operational changes as necessary

Participate in community and professional organizations to maintain high visibility and promote a positive image

Team Management

Interview, select and recruit direct reports

Identify and develop team members with potential

Conduct performance review and manages performance issues that arise within the management team

Constantly monitor team members performance, attitude and degree of professionalism

Work with Talent & Culture function to ensure appropriate hiring, training, motivating, coaching, counseling and development of team members according to the changing needs of the business

Conduct monthly departmental meetings

Personal appearance and hygiene at all times

Qualifications

Strong leadership and interpersonal skills

Excellent communication and customer contact skills

Results and service oriented with an eye for details

Ability to multi-task, work well in stressful & high-pressure situations

A team player & builder

A motivator & self-starter

Well-presented and professionally groomed at all times

Additional Information

Our commitment to Diversity & Inclusion

We are an inclusive company, and our ambition is to attract, recruit and promote diverse talent.

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