

Sales and Marketing at Sovereign Hotel Limited

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Job Description

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Sovereign Hotel is a 5-star boutique hotel, aiming to offer unprecedented luxury and quality in Kisumu. Located within easy reach of the business district, but away from the bustle of town, it combines security and convenience in one location.

Summary

We are looking for an organized sales and marketing manager to assist in the advertising and selling of our company's products and to create competitive advantages for our company in the market industry.

Duties & Responsibilities:

Promoting the company's existing brands and introducing new products to the market.

Analysing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales department meets its quotas and goals.

Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.

Gathering, investigating, and summarizing market data and trends to draft reports.

Implementing new sales plans and advertising.

Recruiting, training, scheduling, coaching, and administrative teams to meet sales and

marketing human resource objectives.

Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.

Staying current in the industry by attending educational opportunities, conferences, and workshops, reading publications, and maintaining personal and professional networks.

Works in collaboration with the Guest relations department for monthly updates.

Any other duties as assigned.

Requirements

Education:

A bachelor's degree in marketing, mathematics, business administration, or related field.

Diploma with at least 3 years' experience in Hospitality Industry

5-10 years experience in marketing or sales in Hotel Industry

Skills and abilities required:

Understanding and knowledge of sales and marketing.

Strong analytical, organizational, and creative thinking skills.

Excellent communication, strong interpersonal, and customer service skills.

Knowledge of data analysis and report writing.

The ability to understand and follow company policies and procedures.

The ability to work under pressure.

Leadership skills AND Experience in management is an added advantage.

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