Job Description

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Job Title
Senior Sales Manager

Job Location
Dar es Salaam

Category
-

Job Type
Full Time

Job level
Senior Manager

Industry
Hotel

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget
-

Max Budget
-

Primary Industry
Hotel: 5 Years

Secondary Industry
-

Primary Category
-

Secondary Category
Sales: 5 Years

Certificate
-

Qualification
-

Summary

The Director of Sales & is accountable for generating revenue for all aspects of the business and maximizing profitability. The role should manage the Sales function as well as all Human Resource elements of the Sales Team including, recruitment, development, performance management, and all legal requirements

Responsibilities

Operational:

1. To develop, implement, maximize, monitor, and evaluate the hotel's Sales Strategy (goals, tactics, and actions) to achieve and exceed forecasted revenue figures in Rooms, Food and Beverage, and all other revenue-generating departments.
2. To manage a portfolio of pre-defined diplomatic accounts
3. To proactively manage the relationship with Hotel's Sales Offices ensuring the hotel is always top of mind.
4. To manage all the hotel sales brand contacts, to enforce and maintain the hotel's brand positioning and concept, as agreed upon in the hotel's Annual Business Plan.
5. To manage all sales strategy, tactics, and action implementations, complying with our Selling approach, in order to create a strong and disciplined sales team who achieves its sales goals.
6. To constantly monitor and evaluate local, national, and international market trends, and the competitor hotels' sales initiatives, in order to make sure the hotel's marketing and sales remain competitive and cutting edge.
7. To manage all key sales accounts and groups, evaluate them based on sales account analysis prepared by the Marketing Manager – Strategy / Marketing Analyst, and develop strategies for pricing, inventory, and sales resource allocation.
8. To actively participate in weekly yield meetings and monthly strategic meetings, developing and adjusting sales and pricing strategies.
9. To be aware of community, business, political and social factors that may affect the hotel's financial performance.
10. To direct and coordinate all selling activities and to communicate these activities throughout the hotel.
11. To ensure room and banquet space inventories are reviewed weekly and strategies are formulated to fill low occupancy periods.
12. To attend major travel, trade, and corporate functions to network and promote the hotel.
13. To plan and execute sales trips based on business priorities.
14. To entertain existing and potential customers and ensure the Sales Team entertains customers based on business priorities.
15. To ensure a high level of exposure for the hotel through direct sales solicitation, telephone contact, and written communication.
16. To work closely with other Executive Committee members in a supportive and flexible manner, focusing on the overall success of the hotel and the satisfaction of hotel guests.
17. To make sure Sales colleagues work in a supportive and flexible manner with other departments, in a spirit of "We work

through Teams".

18. To provide feedback and counsel the General Manager on all sales-related activities.

Administrative:

1. To ensure the best use is made of technology including Envision or other sales and catering systems, and the data is clean.
2. To make sure all sales proposals, collateral, digital tools, and other sales communications are in line with the hotel's and brand standards, and up to date in terms of information.
3. To ensure all contracts signed by or on behalf of the Marketing and Sales Department follow the established hotel policies and procedures.
4. To be aware of community, business, political and social factors that may affect the hotel's financial performance.
5. To implement the strategic marketing process, maximizing the available sales data including Marketing Portal, Competitive Intelligence, and Envision catering system in order to make sound decisions.
6. To ensure Sales activities are aligned with the Corporate Marketing Strategy, and Hotel Actions have been implemented where appropriate.la

Financial:

1. To maximize colleague productivity through the use of multi-skilling, multi-tasking, and flexible scheduling to meet the financial goals of the business as well as the expectations of the guests.
2. To assist with the preparation of the Annual Business Plan.
3. To strategically analyze business performance to facilitate accurate and meaningful forecasting, involving the respective Heads of Department as appropriate.
4. To proactively manage all the sales resources and funds, and control departmental costs.
5. To ensure that all hotel, company, and local rules, policies, and regulations relating to financial record keeping, money handling, and licensing are adhered to, including the timely and accurate reporting of financial information.

People:

1. To manage the Sales team on a day-to-day basis, ensuring they are meeting their financial quotas and customer service criteria as well as exceeding total revenue goals.
2. To host the Sales & Marketing meeting encouraging all members of the team to participate.
3. To oversee and assist in the recruitment and selection of all Sales and Marketing colleagues. To follow hotel guidelines when recruiting and use a competency-based approach to selecting colleagues.
4. To oversee the punctuality and appearance of all Sales and Marketing colleagues, making sure they wear the correct uniform and maintain a high standard of personal appearance and hygiene, according to the hotel and department's grooming standards.
5. To conduct annual Performance Development Discussions and to support colleagues in their professional development goals.
6. To maximize the effectiveness of every Sales and Marketing colleague by developing each individual's skills and abilities through the appropriate training, coaching, and/or mentoring.
7. To encourage colleagues to be creative and innovative, challenge and recognize them for their contribution to the success of the operation.
8. To support the implementation of our purpose, demonstrate and reinforce Hotel's Values.
9. To ensure all colleagues have a complete understanding of and adhere to colleague rules and regulations.
10. To ensure colleagues follow all hotel, company, and local rules, policies and regulations relating to fire and hazard safety, and security.
11. To feedback on the results of the Colleague Engagement Survey and to ensure relevant changes are implemented.
12. To oversee the implementation and ongoing monitoring of Personal Business Plans for all Sales colleagues.
13. To ensure rotas are posted and timesheets are submitted on time.
14. To ensure that all colleagues are treated fairly and consistently as outlined in their terms and conditions of employment, local legislation and company/hotel policies and procedures.

Other duties:

1. To report for duty punctually.
2. To maintain a high standard of personal appearance and hygiene and adhere to the hotel and department grooming standards.
3. To provide friendly, courteous, and professional service at all times.
4. To maintain good working relationships with your colleagues and all other departments.
5. To actively participate in World of Care activities.
6. To support the Hotel's Diversity, Equity, and Inclusion (DEI) Strategy as applicable in your country of operation.
7. To be familiar with the Hotel's short-term and long-term promotions.

8. To establish rapport with guests, providing guest recognition and good customer relations.
9. To be flexible in your job function and perform any other reasonable duties and responsibilities which may be assigned to you, including redeployment to other departments/areas if required, in order to meet business demands and guest service needs.
10. To attend training sessions and meetings as and when required.
11. To read the hotel's Employee Handbook and have an understanding of and adhere to the hotel's rules and regulations.
12. To familiarize yourself and follow the company:
    - Fire & Evacuation Procedures
    - Security Procedures
    - Health & Safety Policy and Procedure as per current Health & Safety at Work Legislation
13. To respond to any changes in the department as dictated by the needs of the industry, company, or Hotel.
14. To be flexible in your job role and perform any other reasonable duties and responsibilities which may be assigned to you, including redeployment to other departments/areas if required, in order to meet business demands and guest service needs.

Education & Qualifications

- Educational background in Sales, Marketing, or Hospitality

Requirements

- Experience of 5 or more years in Sales
- Managerial experience

Reporting To

General Manager

Driving Licence

Not Required

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