

ShieldHOTELS

Position Title: Director of Sales

Reports To: General Manager

Date Written/ Revised: 3/21/2025

Position Purpose:

The development and solicitation of business from all markets to ensure the necessary advance bookings needed for a successful and profitable operation for the hotel.

Examples of Duties:

- Direct the solicitation efforts of the sales staff through effective oral and written communication while overseeing rate, date and space commitments for group room sales within the hotel.
- Administer the staffing, training and performance reviews for the Sales Department. Ensure training programs are conducted regularly and Shield Hotel's standards of performance are met. Give guidance and counsel staff toward improvement.
- Compiles and/or directs the preparation of reports pertaining to the operation of the Sales Department to include, but not limited to the annual and monthly Forecast, Marketing Budget, Lead Management System, Booking Report, Answer Net reports and Sales Meeting minutes.
- Coordinate ongoing research of the travel industry to detect market trends and related information for development of new marketing strategies. Make reasonable recommendations to improve potential from various markets
- Develop and conduct persuasive verbal sales presentations to prospective clients. Internally promote Shield Hotels programs. Meet with and entertain clients some of which will require travel.
- Initiate preparation of computerized annual Market Plan and execute plans as outlined, critically examining and adjusting as deemed necessary by current market conditions.

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- Organize and/or attend scheduled Sales Department and related meetings
- Conduct an average of one to two property site inspections per day with potential customers. This entails walking approximately one-half mile for each property tour over various surfaces and an oral presentation.
- Travel to industry-related tradeshows in various destinations around the world. Reach up to approximately eight feet in order to setup and dismantling of booth displays and carrying a minimum of 25 pounds for transporting of collateral material is required.
- Participate in key organizations as recommended by management and Regional Director of Marketing.
- Inputting and retrieving information from computer system for file maintenance, correspondence and preparation of forecasts and marketing budget.
- Promptly answer the telephone using positive and clear English language. Operate a facsimile machine and photo copier as required.

Other:

- Regular attendance in conformance with the standards, that may be established by Shield Hotels from time to time is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment.
- Due to the cyclical nature of the Hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel.
- Upon employment, all employees are required to fully comply with Shield Hotels rules and regulations for the safe and efficient operation of Hotel Facilities. Employees who violate Hotel Rules and Regulations may be subject to disciplinary actions, up to and including termination of employment.
- Complete all other duties as assigned

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Specific Job Knowledge, Skills, and Abilities:

- Knowledge of travel industry, current market trends and economic factors.
- Extensive skill in development and delivery of sales presentations.
- Ability to access, understand and accurately input information using a moderately complex computer system.
- Ability to effectively deal with internal and external customers and staff, some of whom will require high levels of patience, tact and diplomacy to diffuse anger, collect accurate information and resolve conflicts.
- Ability to stand and move throughout the hotel property and continuously perform essential job functions
- Ability to read, listen and communicate effectively in English, both verbally and in writing.
- Hearing and visual ability to observe and detect signs of emergency situations

Grooming Standards:

All employees must maintain a neat, clean and well-groomed appearance in line with handbook standards, as well as food and beverage health and safety standards.