



SONESTA

Position Title: Director of Sales and Marketing
Location: Sonesta Bee Cave, Austin, TX
Department: Hotel Sales and Marketing Team
Reports to: General Manager

Position Summary

Reporting to the hotel's General Manager and is a member of the hotel's executive committee, the Director of Sales and Marketing (DOSM) has overall responsibility for the development and execution of the hotel's sales and marketing strategy for all revenue generating areas of the hotel. The DOSM is responsible for setting the direction for the hotel's sales and marketing team and for overseeing the successful execution of strategic and tactical plans for sales and marketing including but not limited to advertising, public relations, social media, direct sales.

Success in this role is largely dependent on the DOSM's ability to assess the competitive landscape to properly reposition this hotel. A key factor in measuring the success of the repositioning will be the DOSM's ability to drive higher rated business to be measured through a higher blended ADR and RevPAR growth.

The DOSM will be responsible for working closely with the hotel executive team and corporate management team to develop the marketing and sales plans. The DOSM will need to be able to successfully determine, marshal and maximize both the property and corporate resources to support the repositioning of the property.

Responsibilities

- Manage Corporate Business Travel Sales in a wide variety of industries. Sell guest rooms and services to transient market customers through corporate accounts, consortia, national accounts, travel agencies and individual corporate travel.
- Responsible for proactively developing and maintaining relationships with key clients in order to produce repeat business and while identifying, qualify and solicit new accounts for corporate transient market.
- Develop and execute action plans against existing and new target accounts to achieve and exceed sales quotas within the assigned segment.
- Prospect and penetrate new accounts for acquisition through a variety of channels.
- Convert new accounts into loyal accounts.
- Prospect, aggressively solicit, qualify and close business travel opportunities.
- Work closely with the sales and catering team towards achievement of aggressive annual goals for production and consumption.
- Develop new accounts, and implement sales strategies to achieve revenue goals and maximize profits for the hotel while maintaining guest satisfaction.
- Regularly sell hotel rooms through direct client contact.

- Create and implement hotel-level tactical sales plans that drive measurable incremental occupancy, increase average rates, increase business volume during off-peak periods. Enhance the image of the hotel in local community. Deliver sales activities/performance to ensure actual sales exceed the established revenue plan.
- Produce Sales and Marketing plan for the entire property including rooms, catering, food and beverage outlets.
- Works with General Manager, Revenue Manager and Operations team to develop and execute revenue management strategies to maximize revenues with an eye on raising ADR and profitability of the business.
- Works closely with the corporate functional leaders to ensure that Sonesta Bee Cave property is maximizing sales and marketing opportunities that require Sonesta corporate support including but not limited to: SEO, PPC, Direct Marketing, Advertising, Public Relations.
- Ensures that the sales team is properly deployed, is working the correct market segments, participates in the right trade shows and corporate supported GSO missions.
- Develops and approves sales and catering team annual goals, and reviews and revises the goals as needed midyear.
- Directly works with the corporate sales and marketing team to develop strategies for public relations, advertising, marketing/sales providers with responsibility for managing the plans set forth and approved.
- Serves as property liaison with Sonesta corporate office and property senior leadership team on any and all issues related to revenues.
- Develops strong community relationships with the CVB, destination counsel and visitor bureaus.
- Works with the corporate sales and marketing team to develop promotions and supports and utilizes corporate promotions to improve revenue results for the property.
- Works with the DORM to determine pricing, special transient offers and to identify new channels and opportunities for revenue development.
- Works closely with the GSO to ensure that leads are responded to on a timely basis that Sonesta Bee Cave is properly positioned with the GSO customers and that Sonesta Bee Cave is receiving fair share of leads and opportunities.
- Supports the Key Account Management (KAM) program and actively engages with the designated trainer, By Design to ensure that the Sonesta Bee Cave sales and catering team are driving revenues through adoption of this program.
- As a member of the property executive team is highly respected for their knowledge and leadership in the area of marketing and sales.
- Develops aggressive goals for the sales and catering team.
- Manages the hotels' sales incentive program.

Job Requirements

A candidate for this position must possess the following applicable knowledge, skills and abilities and be able to demonstrate and provide applicable examples to support their competencies therein.

- Bachelor's degree required
- 5 plus years as a Director of Sales or Director of Sales and Marketing
- A successful track record of sales and marketing success and team development.
- Must possess the ability and willingness to travel 10% of the time.
- Excellent oral and written communication skills.
- Excellent organization skills.
- Demonstrated business and financial acumen
- Appropriate professional appearance and demeanor.
- Ability to deliver presentations in a concise, well-organized manner.
- Proficient at statistical and competitive analysis.
- Proficient in Microsoft Word, Excel and PowerPoint.
- Demonstrates knowledge of job-related processes and systems (i.e. IT systems specific to sales, like Delphi, Meeting Broker and technologies or distribution channels used to source group business (Lanyon, StarCite, Cvent).

Company Overview

Sonesta

Welcome to Sonesta. These three simple words could open up a whole new world to you. Each of the hotels and resorts in the Sonesta Collection provides a unique experience unrivalled in the hotel industry. Sprung from the classic hoteliers of the mid-20th century, Sonesta enjoys a rich history celebrating nearly 70 years in hospitality. We offer a diverse and distinctive portfolio of nearly 60 properties across three continents, each providing an authentic visit delightfully reflecting the culture and personality of its destination.

We aspire to greet every Sonesta guest with a spirit of warmth and welcome, proudly exceeding our guest's expectations. Those aspirations extend deep into the heart of our hotels – right into the lives of our employees. In fact, we consider ourselves more than a hotel management company - we're a member of the communities we serve. At our core, we celebrate the individuality of everyone who walks through our doors. For our employees, that means we ensure they develop the skills and tools they need to do their job and exceed even their own expectations. We invite you to discover what you have been missing at Sonesta. Join us – we can't wait to meet you!