

WE'RE HIRING

Sales Manager



Reports to: Sales & Marketing Manager
Direct Reports: Sales Executive Team, Marketing Team
Location: Nairobi

Position Overview

Responsible for leading and managing all sales and marketing activities to ensure the hotel's financial performance is maximized. Involves in creating and implementing effective sales strategies, developing promotional campaigns, managing a team, and building strong relationships with clients and partners.

Key Responsibilities

- 1. Strategic Planning and Execution**
 - Develop and execute comprehensive sales and marketing plans to achieve revenue targets and market share growth.
 - Analyze market trends, competitor activities, and customer preferences to identify business opportunities.
 - Monitor and report on the effectiveness of sales and marketing strategies.
- 2. Sales Management**
 - Lead the sales team to achieve individual and team targets.
 - Identify and secure new business opportunities through proactive sales efforts.
 - Maintain strong relationships with existing clients to ensure repeat business.
 - Conduct regular sales meetings and training sessions for the sales team.
- 3. Marketing and Promotions**
 - Develop and implement innovative marketing campaigns to promote the hotel's services and facilities.
 - Oversee digital marketing initiatives, including social media, email marketing, and online advertising.
 - Collaborate with external agencies and partners to enhance the hotel's brand presence.
- 4. Revenue Management**
 - Work closely with the Revenue Manager and department head to optimize pricing strategies and maximize revenue.
 - Analyze sales and revenue reports to identify trends and adjust strategies accordingly.
- 5. Client Relationship Management**
 - Build and maintain strong relationships with key clients, corporate accounts, travel agents, and tour operators.
 - Organize and participate in sales trips, trade shows, and industry events to promote the hotel.
- 6. Team Leadership**
 - Set performance objectives and conduct regular performance reviews.
 - Foster a positive and collaborative work environment.
- 7. Budget Management**
 - Prepare and manage the sales and marketing budget.
 - Monitor expenses to ensure they align with the budget and make adjustments as needed.
- 8. Reporting and Analysis**
 - Prepare regular reports on sales and marketing activities, performance metrics, and market trends for the head of department.
 - Provide insights and recommendations to senior management based on data analysis.

Qualifications and Skills

- Bachelor's degree in Marketing, Business Administration, Hospitality Management, or a related field.
- Minimum of five (5) years of proven experience as Sales Manager in the hotel industry.
- Strong leadership and team management skills.
- Excellent communication and interpersonal skills.
- Proficiency in digital marketing tools and techniques.
- Strong analytical and problem-solving abilities.
- Ability to work under pressure and meet deadlines.
- Knowledge of revenue management and budgeting.

Submit your resume & cover letter before 17th August 2024

APPLY NOW >



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