

Director Sales amp Marketing - B-aparthotel Kennedy



Locatie

Zuid-Holland, The Hague

<https://www.advertentieX.nl/x-950252-z>

Wees vrij. Wees onafhankelijk. In je eigen ruimte. B-aparthotels biedt weekendgasten, vakantiegangers en zakenreizigers de vrijheid van een verblijf in een centraal gelegen, ruim appartement met service in de belangrijkste Europese steden. Houd de controle. Wees vrij om je leven te leven op jouw manier. Wees jezelf. Just be.

Job Description

For B-Aparthotel Kennedy in The Hague and the opening of B-aparthotel Amsterdam we are looking for an enthusiastic Director S&M. The aparthotel focuses on the long-stay business guest, but also on regular short-stay business guests and tourists. The aparthotel is part of an ambitious chain, active in Brussels and since 2016 in The Hague. In addition, a property in Amsterdam will soon open. In The Hague you are part of a young team, and with the opening of Amsterdam early 2020 you have great growth opportunities. Clear targets will also be drawn up for you and you will receive additional rewards for achieving these targets.

The DOSM is responsible for the daily sales efforts and is responsible for the overall positioning of the hotel, brand communication and the development of customers for the property. In addition, he/she will take part of the revenue generation, yield strategies, implementation, market performance and forecast, and optimal business mix targets. Strategies will include pricing, status, direct sales, market mix, marketing, and public relations. Candidates must have a dynamic leadership style, possessing excellent communication and decision making skills.



FOTO WORDT VERWERKT



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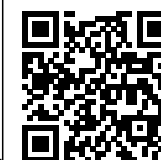
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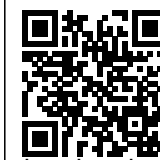
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responsibilities:
- prepares sales report and annual sales and marketing plan
- creates an effective sales program that will increase awareness and positive perception of the hotel and its activities
- knowledge of travel industry, current market trends and economic factors
- assist General Manager preparation of the marketing, advertising sales plans, programs, an annual budget; manages within approved plans and budgets
- develop rates, group sales deployment strategies through review of competitive data and analysis and mix management

ability to effectively list, communicate and perform diplomacy with internal and external customers and staff in all situations
ability to stand and move throughout the hotels and continuously perform essential job functions
develop awareness and reputation of the hotels and the brand in the local community
direct and manage all group and transient activities to maximize revenue for the hotel
prepare, implement and compile data for the strategic sales plan, monthly reports, annual goals, sales and marketing budget, forecasts and other reports
managing a sales team
conducting acquisition and sales pitches
presenting and making contacts at trade fairs
detecting and contacting potential relations, giving information about facilities, arrangements, prices etc..
receiving (and visiting) relationships and arranging visits/tours
keeping a file (CRM) with important relations/contacts

Job Requirements

our preference is for a candidate who meets following characteristics:

relevant work experience in the field of hotel sales
commercial training (preferably hotel school or tourism)
in possession of driving license B and in any case controls the Dutch & English language. Candidates who are multilingual are our strong preference.
Excellent in written English and Dutch
Good 'office' skills, word, excel, PMS etc..
Dynamic personality and strong in relation management
strong in the acquisition of new business
we also look forward to receive resumes from candidates without hotel sales experience.

What do we offer you :

working in an ambitious, fast growing organization
working in a young, relatively small team
mobile phone, laptop and car available
salary conform to market standards
bonus system
special rate for stay in all B-aparthotel