

## Cluster Director of Sales – International

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Company: Rosewood Bangkok

Location: Thailand

Category: other-general

### Job Description

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### KEY RESPONSIBILITIES

#### Job summary:

The Cluster Director of Sales – International is responsible for ensuring the sales manpower resources are deployed effectively to drive revenue streams across the key markets (excluding Asia Pacific) of Rosewood, Bangkok, Rosewood Luang Prabang and Rosewood Phuket (further known as “The Cluster”).

The role involves preparing clear Sales strategies for non-Asia Pacific market segments and channels of distribution and ensuring the agreed sales plans are implemented in accordance with industry best practices.

#### Essential duties and responsibilities - (Key activities)

1. Assists the Cluster DOSM, Cluster DORM and Cluster DOS (Asia Pacific) in the planning and development of the Sales & Marketing plans and in budget preparation. Supports and supervises in the execution of sales and marketing plan, the development of new products and services, and the development of marketing strategies.
2. Responsible in achieving the room and partial Event & Catering sales based on the

revenue objectives of The Cluster.

3. Responsible for the preparation of administration duties for non-Asia Pacific markets, such as, but not limited to:

- Competitor Information on market trends, feeder markets, rate positioning, competitor offers/packages

- Partner/Network information, production numbers, marketing opportunities

- All formulation of proposals and contracts for the department.

- All formulation of policy & procedures, documents for the department.

4. Represents and promotes the hotel by maintaining constant contact with the market and the customer base locally and internationally through Customer Relationship Management.

5. Supervise the Sales Department to ensure all daily tasks are completed in a timely fashion.

6. Act as the deputy to the Cluster DOSM in his/her absence.

7. Promotes products and services while monitoring and evaluating contemporary sales and marketing initiatives and trends.

8. Reports on the effectiveness of Sales and Marketing programs; setting up systems to monitor achievement of departmental goals and objectives.

9. Identifies and handles sales leads effectively and efficiently. Considers economic, political, social and tourism issues relevant to the department.

10. Represents the hotel and participates in domestic and international sales activities.

11. Institutes a suitable process to allow for efficient and effective utilization of departmental resources.

12. Ensures compliance with business operations laws and hospitality operations laws.

13. Manages staff performance, quality improvement and daily operation within the department. Maintains a safe and secure working environment and effective interpersonal skills.

14. Manages department finances, purchasing and stock control.

15. Abides by the Rosewood Employee Handbook, The Cluster and Rosewood Hotels & Resorts policies and procedures.

16. Analyses, evaluates and improves personal performance on a continual basis.

17. Carries out other tasks as directed by supervisor.

## **Required Skills**

1. Leadership skills and knowledge of all tasks within the area of responsibility.
2. Network with International Travel Partners (non-Asia Pacific), Media and OTA partners is a plus.
3. Language: Required to speak, read and write English, with fluency in other languages preferred. Excellent internal and external communication skills, both verbal and written.
4. Knowledge and experience on major computer programs: Microsoft Suite, Sales and Front Office computer systems.
5. The ability and understanding of the market and competition.

### **Qualifications**

1. Educated to graduate level.
2. General Skills: Must be able to perform job functions with attention to detail, speed and accuracy; prioritize, organize and follow-up; be a clear thinker, remaining calm and resolving problems using good judgment; follow directions thoroughly; understand a guest's service needs; work cohesively with co-workers as part of a team; work with minimal supervision; maintain confidentiality of guest information and pertinent hotel data.
3. Grooming: Should be the benchmark for Rosewood professional grooming in the hotel, in keeping with standards laid down in the Grooming guide.
4. Event management / organizational skills
5. Innovative, proactive and resourceful
6. Passion for the travel & hospitality industries
7. Ability to analyze data and establish appropriate action plans

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