

Director of Group Sales

Role Summary

Reporting to the Director of Sales & Marketing, this position is responsible for providing leadership and counsel to resort sales team members including the Regional Sales Office to achieve group rooms and catering revenue goals for the resort. The position leads strategy and tactics for each sales segment, including business development, pro-active and reactive sales plans. This position will also have direct responsibility for select accounts and/or market segments.

Accountabilities

- Work collaboratively with off-property sales channels; the Regional Sales Office, Global Sales, and Canadian Niagara Hotels Sales team, to ensure sales efforts are coordinated, complementary and not duplicative
- Provide strong leadership to the sales team
- Develop strategy for group sales including business development, customer service as measured by Event Satisfaction Survey (ESS) scores, sales activities and sales effectiveness
- Is responsible for achieving sales goals as measured by group booking pace, actualized group room nights, rooms revenue, group room rates, catering and ancillary revenue.
- Complete business evaluation on group opportunities, works with Revenue Manager / Inventory Manager to ensure effectiveness of Group Pricing Optimizer
- Understand the overall market - competitors' strengths and weaknesses, economic trends, supply and demand, and knows how to sell against them
- Conduct in-person meetings with clients and accompanies sales team members on sales calls to coach and support
- Actively up-sells each business opportunity, and identifies new group/catering business to maximize revenue opportunity and achieves personal and team related revenue goals
- Close opportunities for the hotel based on market conditions and hotel needs
- Use negotiating skills and creative selling abilities to close on business and negotiate contracts
- Build and strengthen relationships with existing and new customers to enable future bookings
- Lead and participate in activities including sales calls, entertainment, client events, familiarization trips, trade shows and site inspections
- Maintain accurate and thorough documentation in sales account management software to ensure complete communication to the operations team and other sales associates
- Conduct post-conference meetings with hotel team and client, to understand group needs, obtain feedback on quality of product, service levels and overall satisfaction and

- to follow up with hotel ops team to ensure continuous improvement and client's future business.
- Serve the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and exceed their expectations, while building a relationship and loyalty
 - Attend Group Strategy Meetings and present information regarding competitive landscape, industry trends, account news, business pulse, corporate segment initiatives
 - Serve the customer by understanding their business, business issues and concerns, to offer better solutions both prior to and during the program or event
 - Execute and support the operational aspects of business booked (generating proposal, writing contract, customer correspondence)
 - Ensure business is turned over properly and in a timely fashion for proper service delivery
 - Partner with Event Management and Event Operations to provide seamless execution
 - Manage and develop relationships with key internal and external stakeholders
 - Comply with all safety regulations of assigned tasks, and ensures a clean and safe working environment with active participation in the health and safety program
 - Adhere to all environmental policies and programs as required
 - Other duties as assigned

Requirements

- A 4-year degree from an accredited university in Business Administration, Marketing, Hotel and Restaurant Management, or related major is preferred
- 3-5 years' of leadership experience in a hotel sales executive position
- Experience in the corporate sales market strongly preferred
- Experience within the luxury hospitality industry an asset
- Valid Ontario Driver's License and access to a reliable vehicle to facilitate sales meetings

Working Conditions

- Stand, sit or walk for an extended period of time or for an entire shift
- Must be able to work flexible hours including evenings, weekends and holidays
- Must be able and available to travel on overnight or multi-day business trips
- Required to move, lift, carry, pull and place objects weighing less than or equal to 10 pounds without assistance

JW Marriott The Rosseau Muskoka Resort & Spa is an equal opportunity employer committed to hiring a diverse workforce. Upon request by the applicant, accommodation will be provided in all parts of the hiring process. Please contact the Human Resources office.