

# Profile

## Director of Sales & Marketing



Navigating Talent,  
Empowering Futures



## Organisation

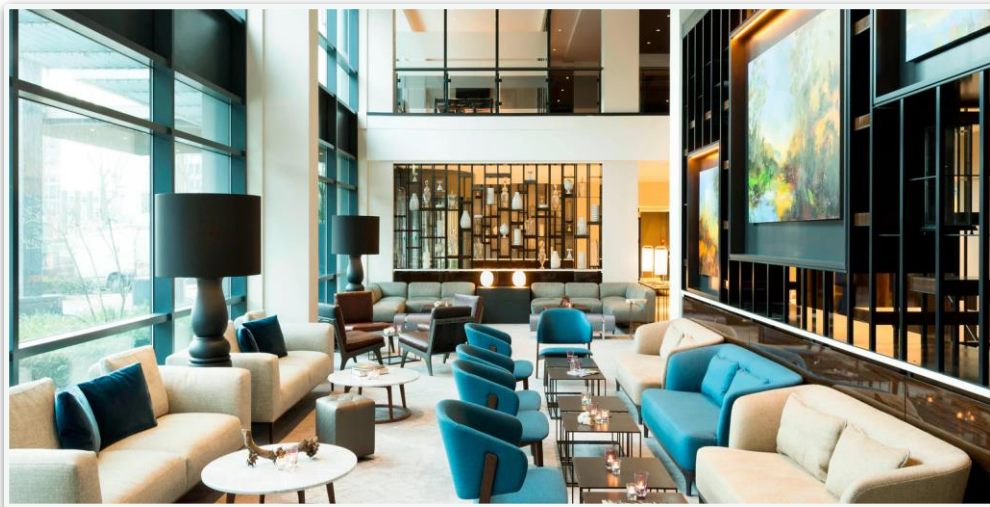
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### The Hague Marriott

The Hague Marriott is the largest conference hotel in The Hague and is ideally located in the middle of the picturesque Statenkwartier, next to the World Forum conference centre, the Catshuis and the Kunstmuseum, between the city centre and the beach.

With its location right in the international zone between The Hague and Scheveningen, near the Peace Palace, Madurodam and the Gemeentemuseum, the conference hotel has 306 rooms and suites (Presidential Suites and 24 meeting rooms), this conference hotel offers the perfect solution for any stay.

The F&B department includes a lounge bar, breakfast restaurant, banquet rooms and an executive lounge for VIP guests



## Position Profile

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### Director of Sales & Marketing (DOSM)

Being the Director of Sales & Marketing in the biggest conference hotel in The Hague means that there's a large responsibility in filling all 306 rooms and multiple meeting rooms. Your creativity, networking skills and go getter attitude will help you on this mission, but there's more...

In the role of DOSM you make sure to be up-to-date with what's going on in the (inter)national market and have an excellent relationship with colleagues in the field. You follow trends and use your own creativity to stand out from the crowd. You are looking for new clients all the time whilst managing existing relationships. You are an important part of the face of the hotel together with the General Manager.

You are also a strong leader and mentor, making sure your team has everything they need to excel in their job. You are there to teach them the art of selling and you inspire them by doing things differently. Besides that, you are part of the management team, taking on the shared responsibility of managing a hotel team that is always aiming to deliver wonderful hospitality. You are the one creating mid and long term strategic commercial plans and you look beyond the boundaries of your own department to achieve common goals.



## Position Profile

### **Tasks & Responsibilities:**

At first glance your role is to lead your team to increase sales, revenue, reservations and group and events bookings through the development of new and the expansion of existing business. The following tasks will help you to achieve this:

- Evaluate the hotel business mix and target opportunities to maximize revenue
- Review and analyse sales strategies to determine effectiveness, adjust where needed
- Prepare and present commercial progress to YTL Hotels (owning company) and Hotel Management Team
- Develop annual budget and drive for the budgeted results year round
- Set up a clear PR and Social Media plan and policy, and organize lots of content via both channels
- Be the lead in (digital) marketing initiatives
- Evaluate and report forecasts and adjust strategy accordingly
- Initiate campaigns to make group sales and optimize conversion
- Initiate and take part in local marketing activities as well as Marriott activities
- Keep in close contact with Revenue team and Conference & Events team to align on strategy and pricing
- Coach and develop the sales & marketing team by setting goals, guide personal development, determine needs and create warm working environment.



- Prepare, analyse and write reports to outline business progress and opportunities
- Pro-active approach on creating overview of opportunities
- Approaching and visiting key accounts
- Representing The Hague Marriott on international events and fairs
- Pro-active approach on finalizing sales opportunities that come towards us via GSO's, Marriott, fan trips, road shows etc.
- Keeping close relationships with booking MICE distribution partners such as Cvent and (inter)national DMC's and PCO's
- Assist with the account diagnostics process and validate conclusions for negotiated business and on-line sales strategies
- Evaluate market demand by utilising available reports both internal and external, including market share, market conditions and competitive pricing
- Generate periodic updates on transient booking patterns
- Maintain effective working relationships with all key suppliers and other departments
- Be an active and visible member of relevant network and business clubs
- Doing Manager on Duty shifts occasionally in the weekends



## Position Profile

### Requirements:

As the DOSM, you are a sparkly person, that is able to convince others, that inspires and is creative. You bring knowledge to the table, life experience and as well as an “can do” attitude, you’re always ready for a challenge. Besides that our client hopes to find the following in the new DOSM:

- Knowledge of the hotel property management systems
- Significant experience in Sales Management in a hotel (3-6 years)
- Extensive leadership experience with a 4-8 pax team, for at least 3 years.
- Strong leadership skills with the ability to build relationships and influence at all levels
- Large network experience to be visible in the market and be on top of opportunities.
- Excellent oral and written English communication skills
- Excellent organisation skills
- Strong focus on mid and long term focus on the business, and capable of creating a strategic commercial vision as well as executing it
- Ability to work well under time pressure and/or demanding travel schedules
- Excellent interpersonal skills and a full understanding of professional ethics, decorum and social skills required for extensive interaction with customers, investment owners and business partners



- Strong experience in hospitality forecasting, pricing and inventory control
- Strong leadership skills to effectively manage and motivate a high performing team positioned to exceed targets
- Strong analytical skills to understand key business indicators and competitive trends and develop approaches to these challenges
- Excellent selling capabilities and the ability and desire to coach selling techniques to team members
- A good feeling for what’s new and what’s hot in the world in terms of social media and computer systems

### Offer:

- Depending on knowledge and experience a gross monthly salary: € 4,600 - € 5,300
- A great workplace in an international and hardworking team
- A creative learning environment with career prospects
- Special Associate Discount Rate in all Marriott Hotels worldwide
- A chance to work at the largest hotel chain in the world and within this chain the opportunity to grow
- The opportunity to take online courses to expand your knowledge

