

Assistant Sales and Marketing Manager (Eskala Hotel)

Duties and responsibilities

- Responsible for Research, Awareness, Promotion, Customer Relationships, Liaison, Brand Development, Competitive intelligence, Public Relations, identifying new business opportunities.
- Build the client data base and increase the exposure of the hotel within local and international markets
- Work with good PR and develop a strong brand for the company which will maximize marketing opportunities.
- Set up sales and marketing plan and budget. Discuss it within the operations team and with the General Manager.
- Daily and weekly marketing reports and sales call reports
- Handling all local and overseas, incoming reservation enquiries in a proper & efficient manner.
- Manage the Hotel website, Facebook page, Twitter, Trip Advisor, You Tube, Instagram and other social networks daily basis improve the sales revenue via online and recorded.
- Ensure the data base is updated on a daily basis.
- Manage assigned client areas such as travel agency, network, embassies and corporate clients.
- Build strong and professional working relationships with the all team members.
- Attend weekly management meetings to discuss operational, financial, and (past and present) marketing issues. Build good revenue for the hotels.
- Be aware of competitors hotels' promotion activities, special offers and prepare special promotion plans to promote hotels.
- Monthly report about individual sales revenue and monthly meeting about progress.
- Initiate revenue generating activities proposed by the Management.
- Support the creation and implementation of sales /forecasting and budgeting plan in conjunction with hotel division directors and managers.

- Support the Reservations Manager and Team for central reservation system.
- Maximise market advantage and find out other sources that competitor hotels get support from.
- Create and develop the hotel contract and deliver to travel and tour companies, embassies and corporates.
- Create monthly marketing plan and submit to the General Manager.
- Daily updates on the website, Facebook pages and other online sites.

Knowledge, skills and competencies

- Self-motivated with natural sales ability
- Customer Service oriented
- Knowledge about local and international hospitality market
- Result and goal oriented
- Financially driven and motivated to earn
- Ability to motivate
- Proactive and confident
- Excellent communication skills
- Good hygiene and grooming standards
- Hard working
- Self-motivated and organized
- Focused and competitive