

THE HIGH LINE HOTEL

Director of Sales & Catering

The Director of Sales & Catering, reporting to the General Manager, is responsible for the sales and marketing functions of the hotel including soliciting of accounts, nurturing and growing client relationships/business, consistently up-selling the hotel's rooms, event, & catering space to meet or exceed set sales goals, budgeting, forecasting, advertising, and the creation of the marketing/business plan. Individual will adhere to all established booking reports and file maintenance procedures. The Director of Sales & Catering will strive to exceed all guest/client expectations. This position is responsible for the entire sales function of the hotel, with the assistance of a Sales & Catering Manager, and Sales & Catering Coordinator.

Job Requirements

- Must utilize a “hands-on” approach to be actively involved in maintaining current accounts; as well as securing, qualifying, and following up on leads to book new clients.
- Candidate must have good computer skills, communication skills, and excellent hospitality/customer service experience.
- This position demands a flexible schedule and is event driven; this individual must be available days/nights/holidays/weekends based on the needs of the client and the Hotel
- Hands-on sales responsibility with supervisory accountability for the daily activities of any reporting Sales Team Members, providing them with the leadership and inspiration necessary to implement effective sales strategies that maximize revenue.
- Management of each member of the sales team to direct the effort and execution of exceeding weekly sales activity and productivity goals. Ensure each member of the team adheres to professional and timely written correspondence, proposals, bids and follow up.
- Hands-on professional with a passion to motivate others and a willingness to personally demonstrate a successful method of selling beyond goals and expectations. Mentor and develop Sales Team Members, while effectively implementing and monitoring sales action plans and accountability to perform to goals in a positive work environment
- Solicit new business to ensure all revenue goals are achieved or exceeded within all market segments, as well as Catering/Banquet sales. Identify business opportunities, and proactively research, analyze, and tele-market prospective clients
- Maintains well documented, accurate, organized and up-to-date file management system in order to serve clients and employer in the most expedient, organized and knowledgeable manner. Develops strong customer relationships through frequent communication and the use of professional, courteous and ethical interpersonal interaction. Develops customer profiles and maintains an effective trace system, including trace dates and references, in order to best meet

client needs, resulting in superior account service and increased revenues. Promptly follows up on all customer needs and inquiries in an efficient and expedient manner.

- Develop/maintain knowledge of market trends, competition and customers
- Strong background in selling Rooms, Catering, Meeting Rooms, Food & Beverage, and Audiovisual
- Assist hotel management with developing and implementing hotel specific selling strategies.
- Responsible for internet prospecting. Dedicates time each day to researching the internet for meetings, conferences, events and sports groups coming to area, uses this information to solicit possible future business.
- Assist sales & catering department with solicitation of new and existing accounts to meet/exceed revenue goals. This involves making cold calls, direct sales calls, sales blitzes, and hotel tours. In addition, maintaining good working relationships with existing clients while exploring ways to increase revenue.
- Sell, coordinate and execute assignments pertaining to all banquet/meeting/catering clients. Monitor all contractual agreements pertaining to event space, food and beverage and special concessions. Effectively communicate to all hotel departments the information necessary to successfully execute the group's needs while maintaining a good relationship.
- Assists Revenue Manager and General Managers with weekly calls to review and update 30/60/90 day forecasting in order to meet and/or exceed our budgeted goals.
- Displays leadership in guest hospitality, exemplifies customer service and creates a positive example for guest relations; Interacts with guests to obtain feedback on product quality and service levels. Reviews sales and catering guest satisfaction results to identify areas of improvement and ensure that a customer recognition program is in effect throughout Sales.

Additional Requirements

* Experience with Opera & Hotel Sales & Catering Pro computer systems preferred

* Excellent time management skills

* Strong organizational skills

* Strong customer service orientation and skills

* Must be self-motivated, results oriented, and exhibit a "can do" attitude .

* Creative problem solving skills

Disclaimer:

The above is intended to describe the general contents of, and requirements for, the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.