

## **Director of Sales & Marketing**

Inn and Spa at Loretto

**INDUSTRY:** Hotel / Restaurant / Spa

**LOCATION:** Santa Fe, NM

**APPLICATION DEADLINE:** 11/22/09

**JOB TYPE:** Full-time

**WORK SCHEDULE:** hours per week

**JOB DUTIES:** Director of Sales & Marketing – Inn & Spa at Loretto Who We Are: Destination Hotels & Resorts began in 1972 with the development and management of condominium properties. Since then, we have grown to become the country's second largest independent hospitality management company with more than 7,500 employees, over 7,000 guest rooms, and more than \$1.5 billion in assets under management. We are a subsidiary of Los Angeles-based Lowe Enterprises, a privately-held, national real estate organization active in commercial and hospitality property investment, management, and development. Since its inception, Lowe has been responsible for more than \$6 billion in prominent real estate assets nationwide. Destination Hotels & Resorts is unique in the lodging industry in that our primary mission is to create value for guests, investors, and associates in each of our hotels and properties. We do this by developing an innovative, customized business and service plan for each property we manage and combining it with the sales, marketing, and operating resources of a company many times our size. This lodging industry expertise, together with the real estate savvy of Lowe, has allowed us to bring a different perspective to the hotel management business. Our Culture: Destination Hotels & Resorts fosters a creative, entrepreneurial and energetic work environment where people come to work and have fun. We value passionate people who love to be challenged and desire the freedom to contribute to the overall success of the organization. Your role will be integral to the success of our company. We strive to create a work place culture that value's family, work life balance and community. We help develop our associates and provide support for them to grow their careers with DH&R. Our associates are proud to work here! Opportunity: To provide central directional leadership in the strategy development of a comprehensive integrated sales and marketing program to fulfill the mission and long – term strategic plan of the property. The Director of Sales and Marketing is responsible for the leadership and management of all aspects of revenue generation at the property to include direct sales, catering sales, room sales, food & beverage sales, spa sales, and for managing all public relations, promotions and advertising efforts to optimize profit potential and further enhance the property's image. This effort encompasses the full design and execution oversight of sales initiatives, brand management, market research, market communications, advertising, media relations and public affairs initiatives outlined in the property business plan. In addition, this position is required to provide continued enhancement of the property culture in accordance with property standards. Maintain effective relationships with all associates throughout the property in order to provide a strong, supportive and objective environment. Coach, mentor, cultivate and motivate a team of professionals to effectively optimize profit for the hotel. Role Priorities: • Strategic Planning • Market Analysis and Business Development • Growth of Property Sales • Build synergy among sister properties Top Priorities for next 12 months: • Upward reposition ISAL as a 4 diamond full service meeting and leisure venue and the "preferred choice" among consumers, corporations and travel business partners. • Rebuild group room's backlog to 13,500 rooms annually. • Provide stable sales and marketing leadership and build trust internally and across organizational boundaries. • Implement DH&R infrastructure ,brand , marketing services, distribution channels and optimize revenue to achieve market penetration goals. Duties & Responsibilities (include, but are not limited to): • Develop long-term business strategy and objectives to support integrated and competitive sales and marketing positioning. • Direct the translation of the property strategic plans into key alignment of short-and long-term goals. • Development of key business initiatives, such as entry into new market segments to include the consideration and development of new tradeshow and events that create visitor demand. • Evaluate operational issues to determine productivity and other indicators of effective use of manpower, materials, energy, capital, and assets. • Ensure communications are coordinated to support sales plan objectives and meet organizational expenditure requirements. • Develop sales strategies for improvement based on market research and competitor analyses Provide leadership in the development

of affiliations and partnerships. • Maintain a business management system built upon a framework of measurement, information, data and analysis. • To ensure that deployment of plans will effectively transmit and achieve requirements. • To enforce all property standards, policies, and procedures with property associates and maintain confidentiality of all guest and property information and data. • To effectively model and maintain property mission statement and guiding principles. • Be able to effectively plan and implement processes and procedures necessary to ensure effective associate relations, customer satisfaction and achievement of budgeted property revenues. • Ability to effectively complete all information contained in this job description without direct supervision. • Build relationships with key third party vendors such as Public Relations and Advertising agencies and provide strategic direction. • Ability to influence and foster relationships with key political community figures and organizations. • Ability to lift, push or pull twenty pounds in order to fulfill job duties and assist throughout the property. • Ability to endure physical movements in carrying out job duties. Essential Job Functions: • Maintain consistent knowledge of property features/ services and hours of operation and anticipated levels of business. • Maintain complete knowledge of and compliance with all property policies and procedures. • Ensure all corporate deadlines are satisfied relating to monthly, quarterly and annual reporting needs. • Attend meetings as deemed necessary by the General Manager and Corporate office. • Participate in property-wide leadership and culture development programs. • Report to and interact with General Manager and Corporate staff promoting proper relations between all parties. • Act in a consultative capacity to the General Manager and other members of the Executive Committee on sales/marketing issues; provide advice and guidance to ensure optimal marketing effectiveness, confer with department managers to continually develop product offerings, marketing needs, methodologies and resources, to promote new/improved products and to solicit feedback of overall sales/marketing efforts. • Foster relationships and provide strategic direction to key third party vendors such as Public Relations and Advertising agencies. • Foster relationships with key political community figures and organizations. • Organize and direct all sales and marketing efforts towards attainment of property and company objectives and operational goals. • Develop strategies for forecasting and analyzing sales/marketing needs and developing effective product responses, delivery systems and methods for measuring and evaluating results. • Prepare, develop and execute all marketing plans to provide direction and specific plans of action. • Plan, manage and evaluate all financial aspects of the sales/marketing efforts throughout the property to ensure cost effectiveness and optimal utilization of resources. • Ensure that accurate and current marketing and sales related data is readily available to support and document decision-making processes. • Support, as necessary, all direct sales efforts of the sales and marketing team to include sales trips, off-property functions and customer entertainment. • Maintain current job descriptions for all department positions. • Ensure the integrity of the property's mission statement, guiding principles and culture through consistent involvement with all aspects of the property. • Complete and maintain accurate, objective and timely performance reviews for all associates in the department. • Provide regular, objective and detailed feedback to each executive committee member in order to maintain an environment of continuous improvement. • Coach and counsel associates, supervisors, managers and executive committee members regarding consistent application of sales, customer service and culture implementation. • Develop, plan and implement departmental orientation programs for all new associates. • Monitor and ensure that departmental areas are kept clean and organized at all times. • Develop and implement annual goals, objectives and budgets for the Sales & Marketing department. • Monitor all security and life safety policies and procedures making recommendations for changes according to law or improved application. • Serve as a member of the property executive committee. • Implement proper internal controls to ensure compliance with all corporate standards. • Conduct weekly department meetings with written minutes. • Constantly explore new products and services, evaluating potential return on investment and enhancement to the property versus potential costs. • Direct all revenue maximization and yield management practices throughout the property. • Foster a cooperative work environment, which focuses on trusting relationships, maximum productivity and associate morale. • Provide leadership, training and direction in order to achieve optimal financial profitability on a daily, monthly and annual basis. • Maintain all emergency and life safety procedures in excellent condition to ensure proper response in emergency situations. • Monitor quality and accuracy of final group sales contracts to ensure proper application of property deposit, space allocation, yield and policies. • Maintain involvement in all property revenue centers to effectively plan and alter sales methods to ensure all sales levels are at budgeted and forecasted levels. • Prepare and train Sales Managers in relation to performance benchmarks. • Effectively coordinate sales and marketing efforts between sales, food & beverage, rooms,

conference services, and all other related departments. • Ensure all departments' related activities meet all federal, state and local regulations affecting the property, its associates and guests. • Ensure compliance with Unifocus guest survey procedures.

**MINIMUM SKILL REQUIREMENTS:** Essential Qualifications: • Prior hotel sales and marketing experience at an independent luxury property. • Five years experience as a manager within the Sales & Marketing department, preferably a four-diamond hotel. • Ability to think strategically, analytically and creatively. • Strong knowledge of tourism industry, leisure, convention and incentive group markets including customer segmentation, distribution systems, and negotiation. • Knowledge of development and distribution strategies of all types of marketing communications materials including: advertising, collateral, audiovisual. • Extensive knowledge of database marketing techniques and applications. • Knowledge of public affairs and media relations strategies and techniques. • Knowledge of general business, legal, and management practices, including leadership experience in coaching, mentoring, challenging and enabling employees to successfully meet objectives and goals. • Ability to make effective, persuasive public and written presentations. • Ability to respond effectively to quickly changing priorities and responsibilities. • Ability to absorb and manage workload requiring irregular evening and weekend work hours and regular out-of-town travel. • Excellent written and verbal communication skills and the ability to utilize them effectively in English with guests, peers and associates. • Ability to work under stressful conditions and balance multiple commitments simultaneously. • Strong customer service aptitude. • Understanding of budgetary and fiscal responsibility within the department. • Familiarity with all operational areas of the property.

**PREFERRED SKILLS:** Desirable Qualifications: • Computer literacy and the ability to utilize, Delphi , Word, Excel and department specific programs. • Desire to progress within the hospitality industry. • Sales & Marketing certification. • College graduate in sales and marketing or equivalent industry experience. • Prior experience as a Director of Sales & Marketing. Leadership Success Profile Builds Personal Credibility Behaves with Highest Ethical Standards Respects Others and Treats People Fairly Inspires loyalty and Trust Leads Career Development Attracts and Retains Talent Encourages and Supports Career Development Champions Continuous Learning Manages Organizational Change Drives Continuous Improvement & Builds Support for Change Adapts to Change Leading Teams Empowers Prepared People Creates Strategic Alignment Champions Core Values / Mission of Organization Motivates and Inspires Others Provides Teams with Necessary Support to be Effective Performance Effectiveness Balances Needs of Customers, Associates, and Owners/Investors Fosters Customer Focus Demonstrates Entrepreneurial Spirit Demonstrates Innovation and Creativity Communicates Effectively Works Collaboratively with Others Analyzes Problems Effectively Makes Sound Decisions Translates Strategy into Action Achieves Business Results Manages Job Responsibilities Effectively Produces Quality Work Takes Initiative Acts with a Sense of Urgency when Necessary Demonstrates Financial Acumen Demonstrates Functional Excellence

**WAGES:**

**BENEFITS:** , , , ,

**APPLY BY:** , , , , , Online

**REQUIRED DOCUMENTS:** Resume, Cover letter, Application

**CONTACT INFORMATION:**

NAME: Human Resources

MAILING ADDRESS: 211 Old Santa Fe Trail, Santa Fe, NM87501

PHONE: (505) 988-5531

FAX: (505) 984-7961

EMAIL: [careers@innatloretto.com](mailto:careers@innatloretto.com)

WEB ADDRESS: [www.innatloretto.com](http://www.innatloretto.com)