



POSITION:	Director of Sales, DEV Hotel and Conference Centre	LOCATION:	Cornwall, ON
REPORTS TO:	General Manager	EMPLOYMENT TYPE:	Executive
DEPARTMENT:	Sales	COMMENCING:	August 2024

SUMMARY:

Eastern Ontario’s largest meeting facility, the DEV Hotel and Conference Centre (formerly the NAV Centre), is seeking to fill the position of Director of Sales. Reporting to the General Manager, the Director of Sales manages reactive and proactive sales efforts for the hotel. Provides day to day leadership to sales associates to achieve property sales objectives with overall responsibility for achieving booking goals and property revenues. Manages the sales and marketing budget, planning and implementing sales and marketing strategies to accomplish organizational goals.

RESPONSIBILITIES:

As a senior member of the property leadership team, The Director of Sales duties will include, but not be limited to the following:

- Provide inspiring leadership and oversee all sales and catering activities for the Sales and Catering Team.
- Champion the sales culture within the hotel, among associates and managers.
- Maintain and promote a team work environment with effective and clear communication among co-workers.
- Direct sales activities, measure progress, and adjust plans to drive revenues.
- Effectively communicate to operations departments sales activities and initiatives
- Coach and support sales associates creating an effective, dynamic team.
- Engage with Atlific contacts for required sales and marketing initiatives, training, feedback and coaching to help others developing their skills and careers.
- Manage hotel and sales systems (including Delphi) and ensure all pertinent client communication including proposals, banquet event orders and contracts are documented within the system.
- Manage performance to achieve the right business mix and ultimately achieve sales and catering goals, conducting performance appraisals, and implement actions as required.
- Work closely with the revenue management team to maintain a balance between occupancy, mix, and rate to achieve budgeted RevPar. Establish and adjust rates by monitoring costs, competition, as well as supply and demand.
- Develop and manage the sales and catering budget, expenses, flow through and recovery to generate maximum returns.



- Develop and manage the marketing budget to enable development of property specific campaigns, promotions and collateral to drive revenue and meet property objectives.
- Ensure cost control and budgeted expenses are met; approves master bills, VIP gifts, complimentary rooms, etc.
- Prepare and evaluate monthly reports and set appropriate actions.
- Evaluate business/sales and catering goals, market opportunities, and available resources to generate profitable strategies.
- Implement and maintain a strategic sales plan and SMART action plan to generate top line revenues to meet or exceed annual budget expectations.
- Conduct account and market research to develop and implement effective sales strategies for each market segment, to grow market share.
- Provide customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet or exceed customer expectations.
- Understands customers, builds organizational credibility and develops new revenue sources on an on-going basis.
- Review data benchmarking (STR) report, competitive shopping reports and other resources to maintain an awareness of the hotel's market position.
- Work with industry tools such as Agency 360 to shift identified market share.
- Research competitor's sales team strategies to identify ways to grow occupancy and RevPAR and increase market share.
- Work closely with Atlific and hotel team to maximize hotel revenues and exceed budgets.
- Conduct outside sales calls, direct solicitation and site inspections to build relationships, aggressively target new business, and grow existing accounts.
- Represent the hotel at Atlific events, and sales related activities.
- Attend industry events, educational workshops, trade shows, and company sponsored conferences after hours.
- Participate in industry related clubs, societies, organizations and/or committees which may entail after hour meetings.
- Entertain clients on/off-site; representing the hotel in a professional manner.
- Participate in applicable Atlific corporate training programs.
- Engage with Atlific National Sales ensuring the hotel complies with sales, catering and marketing programs.
- Promote the mission and values of the hotel both internally and externally, as well as oversee the adherence to values and mission of our management company
- Assist with various assignments and/or projects as assigned by Management Company.
- Other duties as may be required.



QUALIFICATIONS

- Minimum of 5 years' experience as a Director of Sales in the hospitality industry preferred, with proven track record.
- Post-secondary education (Hospitality Degree) in Sales or equivalent.
- Bilingual English and French preferred
- Excellent communication skills both verbal and written.
- Highly energetic, aggressive self-starter and well developed sales skills including excellent negotiation, prospecting, presentation, and verbal & written communication skills.
- Strong sales leadership with ability to direct and motivate the team to achieve goals.
- Strong organization skills and detail oriented, commitment to superior customer service.
- Must have established industry contacts and knowledge of marketplace.
- Ability to work both independently and in a team environment.
- Strong negotiation and prospecting skills.
- Established industry contacts and knowledge of marketplace.
- Computer literacy (excel, word, group booking systems, internet, email, Salesforce. Property management systems – group booking platforms).
- Proven leader who can motivate and lead by example.
- Works well under pressure.

The Dev Hotel and Conference Centre offers a competitive salary and benefits package. For qualified and interested candidates, please send a covering letter and resume, indicating the position title in the subject line, to: hr@devcentre.ca

We thank all applicants for their interest, however only those being considered for the position will be contacted. The DEV Hotel and Conference Centre is an Equal Opportunity Employer. Accommodation will be provided in all parts of the hiring process as required. Applicants need to make their needs known in advance.