



HEAD OF SALES

Department: Sales & Marketing
Reporting to: Head of Sales & Marketing
Reports: MICE & Memberships Sales Executive

ROLE OVERVIEW

The Head of Sales will drive sales from local, regional, national and international markets across all segments, requiring both field- and hotel-based sales activities, and oversee the implementation of marketing campaigns.

We are looking for a person with hotel sales management experience gained during extensive refurbishment and repositioning projects, who is intuitively ahead of the game for new business and who can grow existing accounts naturally by building genuine relationships with key market players.

Driving strategy, delivering results and positioning St Michaels in the hotel and wellness markets will be just three of the key areas of focus for you. You will be passionate about the hotel industry and keep informed on local and global industry trends and best practices.

Client entertaining, hosting FAM trips and representing St Michaels at industry events is a key requirement of the role and as such, the ideal candidate will be working in a similar proactive sales role in a fast-paced hospitality environment.

Reporting to the Head of Sales & Marketing, you will have the support of a sales executive and the wider Sales & Marketing team.

DUTIES & RESPONSIBILITIES

- SALES:
 - Formulate and implement the resort's sales strategy and objectives, addressing targets for revenue and market segments – for rooms, events, weddings, catering, spa and health club.
 - Identify areas of opportunity within Sales, Marketing and Revenue that subsequently add top-line value to the resort's total revenue performance.



- Research and identify new business opportunities and niche markets expanding the corporate, leisure and MICE base of the resort by securing and strengthening new and existing accounts.
 - Produce regular sales reports on all sales activities.
 - Actively promote the company in a professional manner, including the organising and attending of client events, networking and familiarisation visits as required.
- MANAGEMENT:
 - Project management, clearly articulating project scope and objectives, meeting deadlines, time management and contingency planning
 - Monitor, track and operate within the agreed yearly budget
 - Keep up to date with industry trends, innovations and technology together with any media regulations to ensure we remain competitive and compliant.
 - Provide operational support with occasional Duty Manager shifts.

PROFESSIONAL ATTRIBUTES, SKILLS & EXPERIENCE

- Currently a Head of Sales or Sales Manager with an understanding of the hotel, spa and wellness sectors (preferred).
- Experienced in developing and implementing sales strategies for all hotel segments, eg business travel, leisure and M&E.
- Previous experience in successful revenue management and reservations team management.
- Excellent negotiation, presentation and communication skills.
- Strong strategic focus, commercial acumen, proactivity and the ability to manage people and projects independently.
- Good understanding of revenue and yield principles.
- Strong leadership and people management skills, able to lead a team competently.
- Honest and friendly personality, with a positive, resilient and competitive nature.
- Display initiative, an eye for detail and effective research skills.
- Be a team player, resourceful, flexible and responsive in dealing with people.
- Able to work under pressure to short deadlines.
- Experience in copywriting for websites, email and social (preferred).

REMUNERATION

You will receive a highly competitive salary, together with employee benefits such as meals on duty, discounted health club membership, friends & family room rates, incremental holiday entitlement, and a commitment to your ongoing development.



HOW TO APPLY

Please send a copy of your CV and covering letter detailing your suitability for the role to james@stmichaelshotel.co.uk. Please indicate your current salary and notice period. Due to the large number of applications normally received, regretfully we are only able to reply to candidates who have been shortlisted.