

# Director of Sales

Department:	Sales & Marketing
Reports to:	General Manager

## What is the job?

The Director of Sales will be responsible for leading the hotel's sales strategy, focusing on the corporate, MICE, leisure, and group segments. This role involves developing new business opportunities, managing key accounts, and leading a results-driven sales team. The position requires close collaboration with other operational departments to ensure excellence in guest experience and achievement of the hotel's growth objectives.

## Your day to day:

### People

- Lead, manage, and develop the sales department team, fostering a collaborative, positive, and high-performance work environment.
- Set clear objectives for the team.
- Identify training needs and promote continuous development within the department.
- Ensure effective communication among team members and across hotel departments.
- Act as a role model by promoting Hospes brand values and encouraging a client-focused, results-driven culture.

### Financial Returns

- Define and implement the hotel's commercial strategy, identifying key markets and growth opportunities.
- Ensure that revenue and profitability goals are achieved.
- Lead proactive prospecting initiatives and drive conversion of leads, maintaining a strong pipeline of business opportunities.
- Negotiate proposals and contracts with clients, ensuring alignment with Hospes brand standards and maximization of return.
- Produce regular performance reports, sales forecasts, and pipeline updates for the General Management.

### Guest Experience

- Build long-term relationships with strategic clients by understanding their needs and offering tailored solutions.
- Provide ongoing client support before, during, and after events or stays to ensure high satisfaction and loyalty.
- Represent the hotel at trade fairs, events, and other commercial initiatives, enhancing the reputation and visibility of the Hospes brand in national and international markets.

**Responsible Business**

- Monitor market trends and competitor activity to adjust commercial strategies and policies accordingly.
- Ensure efficient budget management within the department.
- Maintain an up-to-date client database and complete sales records.

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**Skills & Qualifications:**

- Proven leadership experience in sales within the luxury hospitality sector.
  - Experience in managing commercial teams, with the ability to motivate and develop talent.
  - Strong knowledge of the local and national market, particularly in the corporate, MICE, and leisure segments.
  - Excellent communication, negotiation, and client relationship management skills.
  - Inspirational leadership with a strong focus on results and customer orientation.
  - Fluency in Portuguese and English (spoken and written); additional languages are a plus.
  - Proficiency in CRM tools and commercial data analysis.
  - Knowledge and interest in luxury trends, sustainability, and innovation in the hospitality industry.
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*The statement in this Job Description are entitled to represent the key duties and level of work being performed. They are not intended to be ALL responsibilities or qualifications of the job. This means that during the performance of the functions for which you were hired, you may be asked to perform other tasks not described in this document and which, given their context, must also be carried out with professionalism.*

Date: \_\_\_\_\_

Name: \_\_\_\_\_