

PROMOTER

JOB DESCRIPTION – SALES MANAGER

GENERAL

As a sales manager a.k.a. The Promoter you are the face of the hotel for the corporate clients. You contact potential clients to promote the hotel, and build business. Besides, you are the caretaker of current clients, ensuring that their expectations are set, met and exceeded.

You are familiar with the concept and communication style of Jaz in the City, and respond in a professional and courteous manner to guests and clients on the telephone, via e-mails and of course in personal contact.

The sales manager will be managed by, and have final reporting to, the Director of Sales of STAG Netherlands B.V., and the general manager a.k.a. The Band Leader.

JOB DUTIES

- Actively seeking and approaching potential clients and bringing the possibilities and concept to their attention, increasing sales and brand awareness;
- Encouraging the client to enter into a relationship – building and maintaining good will;
- Making agreements about terms (price, conditions, etc.) within set guidelines and submitting draft agreements to the manager for approval, meeting their demands and the company's needs;
- Use of selling techniques to up- and cross sell room nights, event options, and restaurant reservations;
- Control and answer Requests for Proposals coming in via various channels, taking action / processing amendments where necessary, in a timely and thorough manner;
- Contact guests and clients to confirm tentative bookings, and to follow-up any questions there might be;
- Resolving customer issues, complaints, and incidents in an efficient manner to maintain a high level of customer satisfaction;
- Performing after sales activities, handling and responding to wishes and complaints;
- Representing the organization at meetings, trade fairs and at special events / activities of certain relationships;
- Handing over of crucial information to colleagues on- and off-site;
- Drawing up visit reports and periodically converting them into periodic reports for the manager;
- Registering details with regard to developments in the market and with specific customers
- Establish, monitor, manage and review the yearly budget (by reading monthly P&L statements and/or forecasts) of the banqueting department, taking actions where necessary;
- Welcoming relations / potential guests and providing guides tours through the property;
- Review (automated) reports to maintain up-to-date reservation and sales system;

OTHER RESPONSIBILITIES

- Ensuring efficient use and management of spaces, inventory and equipment;

- **In liaison with Booking Office department, ensuring a tailor-made range of products (determining menu, beverage assortment, activities, consulting suppliers) for groups / events;**
- **Develop strong communication and reporting procedures to guide service implementation, making improvements or changes where required/necessary;**
- **Keeping yourself up to date with the latest innovations and trends from the industry;**
- **Reviewing and setting procedures for effective operation;**
- **Build strong relationships and liaise with other departments such as the Front Office and Food & Beverage / Kitchen department;**
- **Maintain a secure, clean, organized, and prepared Booking Office.**
- **Report and follow-up maintenance issues to and with the hotel engineers;**
- **Ensure safety of colleagues and guests by following safety and security procedures, reporting suspicious activity to security, manager on duty, supervisor, and/or management team;**
- **Perform other duties as assigned, requested or deemed necessary by management.**

SKILLS AND ATTRIBUTES

The Promoter has a positive attitude, and is always looking to provide the guest with an extraordinary experience. He or she has experience in motivating and leading a winning team. Besides, The Promoter sets an example for all booking office team members. He or she gives space for team members to make mistakes, and comes with initiatives to make things better.

The Promoter will exercise excellent judgement and decision-making skills. He or she is confident in making decisions, and when to seek further clarification on decisions. He or she is an ambassador of Jaz in the City, is familiar with the concept and communication style, and acts accordingly.

He or she is ambitious, outgoing, flexible, and is able to switch quickly between different tasks. He or she does not focus on problems, but solutions, and is able to remain calm whilst under pressure.

The Promoter possesses excellent communication skills, both verbal and written, in English and Dutch. Any other language is preferred. He or she listens to what someone has to say, and asks questions when deemed necessary.

Knowledge of a PMS is preferred. The ability to speak/understand another (foreign) language is required.