

SALES & MARKETING MANAGER – Ballykisteen

We are looking for a high-performing Sales & Marketing Manager to develop and grow the business, with the primary responsibility of maximizing the Hotel's revenue.

Weddings and Events are a major factor of the hotels business and will require a redevelopment of offering over the coming months, this combined with the face lift for 2021. Wedding Showcases, Marketing platforms, Local engagement are all areas that need to be strengthened. Restructuring of Menu & Package offering will be discussed along with the Conference & Banqueting Coordinator.

Key Responsibilities of the Role will include

- Achieve growth and hit sales targets by successfully managing set out agendas agreed by the general manager of the Hotel.
- Design and implement a strategic business plan to include growth in specific market segments to including the leisure market, racecourse packages, corporate sales and other special interests
- Devise campaigns to promote the hotel's food & beverage offerings to the locality.
- Conducting hotel site visits and presentations.
- Responding to sales inquiries from potential couples, conference delegates seeking information and advice.
- Actively participate in industry related trade shows and events both at local and national level.
- Determine rates, prepare proposals, negotiate contracts and accounts.
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Present sales, revenue and expense reports and realistic forecasts to the management team on a monthly basis.
- Have a strong engagement with our Social Media platforms such as Facebook, TripAdvisor, Twitter, etc and any other relevant Social Media development that may be necessary to increase Sales.

What we are looking for

- An experienced individual with a proven track record in achieving targeted sales within the hospitality/tourism field.
- Relevant degree/diploma in Sales Marketing or equivalent.
- Articulate, confident communicator at all levels both with colleagues and clients.
- High level of customer focus and understanding.

If you are interested in the role, it would be great to hear from you. Please send your CV along with a covering letter to Cyril Mc Mahon at the following email address

general.manager@ballykisteenhotel.com