

Sales and Marketing Manager



Role Description

We are excited about this new client facing, proactive and reactive, sales and events position we have to offer within the Celtic Ross Team. The candidate we are looking for is an excellent communicator with a dynamic and can-do attitude.

The individual will be responsible for targeting new bedrooms and event accounts and maintaining relationships with existing accounts to develop the business in the local market. They will be primarily responsible for executing the sales strategy of the hotel with the ultimate objective of maximising revenues across all revenue generating outlets of the hotel to include bedrooms, meetings, events, leisure centre and food and beverage.

Key Duties and Deliverables

- Deliver new accounts in local area for accommodation, events, and F&B areas.*
- Drive the hotels bedroom growth in rate by acquiring new clients, nurturing existing relationships, and identifying new market opportunities.*
- Review performance of current accounts and identify target accounts. Analyse non-performing accounts.*
- Track any business booked and identifying sales leads, take part in proactive sales activity and respond to sales enquiries.*
- Conduct site inspections around the hotel, participate in additional sales activities including sales research, telesales, sales calls in the local market, corporate client entertaining, social & networking events, promotions, B2B events, and FAM entertaining.*
- Identify key competitors and carry out regular competitor analysis, monitoring their performance, rates, and sales activity.*
- Maintain an up-to-date client database*
- Prepare and participate in the execution of sales and marketing action plans across the hotel.*
- Manage marketing campaigns and collaborate with internal department teams to enhance customer satisfaction.*
- Represent the hotel at consumer trade fairs and tourism events both at local and national level and any other events as requested.*
- Create processes and templates to ensure quality results on the job and produce weekly and monthly reports.*
- Attend training events, as required, to help grow your own skills and development.*
- Report to the General Manager and work closely with Front Office and Food & Beverage Teams to drive sales.*

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Requirements

- *The ideal candidate will have a minimum of three years' experience in a Sales or Business Development role, preferably within the hotel or hospitality industry.*
- *Knowledge of digital marketing, social media management, and content marketing.*
- *Needs to be organised, articulate, and a confident communicator at all levels both with colleagues and clients coupled with excellent written and verbal communication skills. (Fluent spoken and written English).*
- *Must be a self-motivator and able to work on own initiative and have a track record of sales conversions, as well as achieving sales targets.*
- *This is a full-time position covering Monday – Sunday as the job demands, with flexibility in working hours given. Evenings will be required from time to time.*
- *This job is based onsite and it will involve travel to meet clients / attend events.*
- *As this role will involve travel; candidates must have access to a car for work & hold a full, clean drivers licence and be willing to travel overseas from time to time.*

Celtic Ross Hotel is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture. We have full-time and part time positions available, throughout the hotel, on a rostered basis, which includes weekends and evening shifts. For this particular position, please note, we are only accepting applications from persons who have the permission / right to live and work without restriction in the Republic of Ireland.