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**JOB DESCRIPTION: Area Director of Sales, Catering and Marketing**

**Hilton Collection at Detroit Metro Airport**

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***Come Do Your Best Work Here!***

Now in its third generation of family-owned leadership, Cooper Hotels has achieved success by excelling in the construction and management of hotels, the innovative development of new services and affiliations only with the industry's premier hotel brands including InterContinental Hotels Group and Hilton. From its history with that very first Holiday Inn, Cooper Hotels has fashioned its properties and service with its discerning customers in mind, a tradition that will continue for years to come.

Cooper Hotels is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and leadership. We concentrate on building loyalty and value for our employees, business partners, and communities by being one of the most service-oriented, loyalty program driven, geographically-diversified hotel companies.

For addition information regarding Cooper Hotels, please visit: <http://www.cooperhotels.com>

**Location:** Embassy Suites, Hilton Garden Inn, and Hampton Inn & Suites

Wickham and Smith Roads

Romulus, MI 48174

**Reporting Structure:** Director of Sales, Catering and Marketing reports to General Manager.

**Compensation:** Salary plus quarterly incentive plan and additional benefits

**Job Description:**

The Director of Sales, Catering and Marketing will own a portion of the direct selling responsibility as well as overall strategic responsibility for revenue targets and marketing efforts to achieve the company's financial goals. Responsibilities will include the oversight and coordination of all negotiated accounts, groups, contract/crew, and event sales by the sales team of the Embassy Suites, Hilton Garden Inn, and Hampton Inn & Suites at Detroit Metro Airport.

## **Responsibilities:**

- Coordinate all group, business transient and catering sales solicitations, and bookings to maximize overall revenue. Provide accurate and reliable forecasting of all sales segments.
- Develop, implement, and achieve the annual sales budget including related sales and marketing expenses and salesperson goals.
- Create and maintain annual sales, catering & marketing plans to organize sales strategy and guide efforts throughout the year. Set and consistently monitor measurable objectives for the properties' sales growth, while guiding and supporting the sales team to success.
- Provide continuous communication with the sales team regarding individual, team, and property revenue goals/budgets and ensure achievement.
- Schedule proactive sales efforts including, but not limited to, sales calls, trade shows, networking events, site tours, and entertainment. Maintain high visibility within the local and business communities at industry events and through volunteer initiatives.
- Spearhead marketing efforts including a consistently optimized website, online reputation management, social media engagement, and leveraging brand campaigns and offers.
- Lead with a service-first philosophy to support relationship management and sustain the business pipeline.
- Promote an “everyone sells” environment by mentoring other departments on how to identify and seize opportunities to grow revenue.
- Assure understanding of and adherence to all company and brand standards.
- Maintain a thorough understanding of all contractual content and how to negotiate terms in accordance with the established guidelines.
- Ensure ongoing market and comp set awareness in coordination with revenue management to maximize revenue opportunities and shape proactive strategy.
- Utilize corporate, brand, demand, and benchmark reporting to recognize top accounts and understand trends.
- In coordination with HR and the GM, manage Human Resources within the Sales Department to include problem resolution, coach and counsels, disciplinary documentation, annual reviews, improvement plans, and/or terminations.
- Participate in and/or lead regular meetings including: revenue, staff, sales, etc.
- Maintain a standard Monday through Friday schedule with the understanding that Director-level associates are expected to dedicate as many hours as necessary each week to accomplish their job responsibilities. Some evenings, weekends, and holidays may be required, including MOD shifts.
- Must be able to travel and hold a valid driver's license.

## Preferred Qualifications:

Cooper Hotels is searching for a seasoned sales executive who will structure and drive the Detroit Airport Collection sales process to achieve revenue goals for the properties. This individual must be a creative, high-energy, hands-on, take-charge Director with proven leadership skills. Additional characteristics include:

- 4+ years of hospitality sales leadership with the ability to attract and develop sales talent, set expectations, communicate feedback effectively, and instill confidence. Multi-property experience highly desirable.
- Proficiency in revenue management methodologies, varied sales approaches, and the ability to pivot strategy as conditions dictate.
- A professional who is as comfortable communicating a vision and overarching strategy, as they are leading by example via day-to-day sales activities and goal achievement.
- Proven experience driving targeted and substantial sales growth year over year
- A principal instinct to prioritize proactive service while maximizing revenues.
- Create strong collaborative partnerships with property operations to achieve the mutual goal of building brand loyalty and surpassing guest expectations.
- Experience with budgeting, forecasting, strategic and tactical planning, performance management, team coaching and project management.
- Hospitality systems and reporting knowledge including: Delphi.fdc, ProfitSword, Demand360, Agency360+, STAR, OnQ PM/PEP, OnQ R&I, GRO as well as the Microsoft Office Suite.
- Strong analytical skills with the ability to understand sales reporting and financial data.
- Excellent verbal and written communication, interpersonal, and presentation skills
- Bachelor's degree preferred, but not required
- Neat and professional appearance
- Ability to work independently, act quickly, and exercise good judgment under pressure
- A multi-tasker with the ability to manage a high volume, fast paced environment with frequent interruptions. Strong organizational skills.

Cooper Hotels is an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status or marital status. Finalist candidates may be required to complete a background check prior to an offer being extended. These background checks may include: Reference checks, prior employment verification, education verification, social security trace, criminal background check, drug screen and motor vehicles records.