



JOB DESCRIPTION: Director of Sales, Catering and Marketing

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 Worldwide. 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: DoubleTree by Hilton Murfreesboro
1850 Old Fort Parkway
Murfreesboro, TN 37129

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

Compensation: Salary plus Quarterly Incentive Plan

Job Description:

The Director of Sales, Catering and Marketing will have overall strategic responsibility for building revenue and managing Hilton sales and marketing efforts to achieve the company's financial goals. This will include the oversight and coordination for all group, catering, meeting and room sales by sales managers, service managers, coordinators and administrative staff.

- Develop structure and models, sales plans, activity reports and marketing strategies
- Set and consistently monitor measurable objectives for the property's sales growth, holding sales people accountable for initiatives and growth

- Provide accurate and reliable forecasting on an ongoing basis as to where a team will finish vs. goal
- Create demand for the property and increase sales revenues by driving the Cooper/Hilton sales brand
- Lead the sales team with the intent to gain market share
- Persistently work toward unquestionable customer retention and satisfaction that will result in customers being enthusiastic reference, thus increasing brand awareness
- Create strong collaborative partnerships with property operations that work to accomplish their goals while continuing to build brand identity and delivery in day to day operations
- Consistently communicate with the sales team and drive superior performance
- Act as support network for all sales people, assisting them in meeting and exceeding all goals and objectives
- Communicate effectively with corporate, property and meeting operators and customers
- Handle all employee-related human resources issues with regards to appropriate communication, counseling as well as disciplinary action as needed.

Preferred Qualifications:

Cooper Hotels is looking for a seasoned sales executive who will structure and drive the DoubleTree sales process to achieve revenue goals for the property. This individual must be a creative, high-energy, hands-on, take-charge Director with proven leadership skills.

Additional characteristics include:

- Proven experience in selling hospitality services to a diverse set of customers
- A track record of consistent performance and accountability using multiple sales approaches
- A minimum of 2 years experience in managing Hotel and Catering sales
- Proven experience driving substantial sales growth year over year
- A demonstrated ability to add value to the sales process through the development and implementation of a structured selling methodology, utilizing score cards or other measures to ensure the team's success
- Comfortable in setting direction and providing vision, as well as rolling up the sleeves and working on day-to-day tactical sales activities
- Demonstrated and proven sales management methodology
- Proven management experience with supervisory responsibilities including experience with the budgeting process, strategic and tactical planning, performance management, team coaching and project management
- Proven track record in managing Group business
- Strong leadership, and planning skills and exceptional project management skills
- Ability to attract and select the right sales talent, set expectations, communicate feedback clearly, and develop people appropriately
- Sales tracking and demand systems experience preferred: Delphi, ProfitSword, Meeting Broker
- Excellent oral, written, verbal communication, interpersonal and presentation skills required
- BA/BS degree preferred, but not required
- Neat and professional appearance

- Ability to act quickly and exercise good judgment under pressure/conflict situations
- Ability to cope with high volume, a fast pace, multi-tasking and frequent interruptions
- Must be enthusiastic and efficient and able to work well with co-workers and management
- Long hours involved, flexible working hours, and available on weekends and holidays
- Must be able to travel occasionally

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.