

Turkey Jobs Expertini®

Director of Sales and Marketing

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Company: Accor

Location: Osmangazi

Category: other-general

Company Description

Job Description

Develop and implement annual commercial and marketing plan to achieve annual business objectives.

Lead, manage and monitor all day today sales activities with focus on developing strategic value based client relationships that enable achievement of sales objectives.

Lead the preparation of regular business reports including monthly reports, annual goals and targets, sales and marketing budget, forecasts and other reports as required.

Establish and maintain relationships with industry influencers and key strategic partners.

Manage key and niche accounts across the main segments and execute account plans to key clients within these segments.

Support the development of the hotel positioning within the market and be the voice of the consumer to help shape up the long-term positioning strategy of the hotel.

People management of Sales & Marketing team: coordination, mentoring, evaluation, development.

Thinking out of the box, be creative and bring new ideas and tools how to present us as a strong leader on the market.

Qualifications

Bachelor's degree in hospitality or in a related field

Experience in hotel sales & marketing with management experience of a sales team

Highly responsible & reliable

Excellent communication skills, in Turkish and English, both written and verbal is required

Strong interpersonal and problem solving abilities.

Additional Information

Our commitment to Diversity & Inclusion:

We are an inclusive company and our ambition is to attract, recruit and promote diverse talent.

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