

Director of Sales & Marketing

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Company: Six Senses Ibiza

Location: Spain

Category: other-general

Scope of Work

: Duties and Responsibilities

Vision and Values

As Director of Sales & Marketing, I fully comprehend the vision of Six Senses to help people reconnect with themselves, others and the world around them, plus our values of local sensitivity and global sensibility, crafted experiences, emotional hospitality, responsible and caring, fun and quirky and pioneering wellness. By embracing the Six Senses vision and values, I will deliver an exceptional experience for guests and develop hosts to be the very best they can be.

I will embrace our values of community, spirituality, and celebration, taking care to embody our values and understand their context within our marketing and communications.

Wellness

I will fully embrace, implement, safeguard and market the overall Wellness philosophy, concepts and programs such as Sleep With Six Senses, Eat With Six Senses and Grow With Six Senses platforms. All aspects of these wellness initiatives will be adopted and promoted throughout the sales and marketing functions.

Sustainability

Sustainability is at the core of everything we do at Six Senses. As Director of Sales & Marketing, I will ensure all directives on environmental protection and preservation, re-usage and minimum wastage, purchasing and packaging such as the abolition of single-use plastic by 2022, social responsibility and all other practices documented in the Sustainability Guidelines are followed in the department to maintain a harmonious and sensitive approach to our environment and cultural surroundings, plus communicated as appropriate to our external audiences.

Operational Ownership

In this role, I will assume full responsibility for the efficient operation of the Sales & Marketing, Revenue, and Reservations departments to provide exceptional products and services within brand operating standards.

My key role is to drive the right business at the right price to ensure the resort achieves budgeted occupancy, rate and revenue. This includes writing and implementing the marketing plan, contracting, setting sales targets by segment and by client and prospect, undertaking advertising, sales, promotions and publicity initiatives, working with the revenue manager for setting rates, and directing the sales and marketing team.

By keeping abreast of industry intelligence, trends and practices and updating knowledge and skills, I will continually focus on revenue generation and profile building for our resort and spa and for Six Senses. Marketing strategies and tactics will be constantly assessed to remain relevant and effective.

A high standard of personal appearance, grooming and hygiene, plus comprehensive knowledge of safety, security and emergency procedures will be maintained by myself and all hosts in line with brand and statutory requirements.

An important part of the role is to interact with guests and hosts in a professional, courteous

and positive manner and proactively seek feedback. In the event of guest or client complaints, I will effectively carry out service recovery or charge our hosts to do so to the satisfaction of guests and clients.

Interaction and communications between departments under my control and other departments within the resort are clear and effectively maintained to support the smooth running of the resort. I will perform any additional duties given to me by the General Manager.

Other Sales & Marketing Ownership

Leadership

I will exercise a strong commercial acumen, working between Revenue, Sales, and Marketing to find a balance between business opportunities vs needs, acting as the voice of commercial reason across the team.

Take care to understand the different needs of market segments, implementing strategies and program to drive profitability while ensuring innovation stays at the heart of your approach – no cookie cutter thinking.

Act with agility, being comfortable operating at pace with the ability to be nimble and make decisions quickly.

Comfortably work across multiple direct reports and third-party agencies, acting as a central glue to ensure all parties move as one team in a singular, strategic direction.

Prepare regular and ad-hoc reports for ownership and asset managers as needed.

Regularly work between Six Senses brand team and ownership, balancing the needs of the resort with brand guidelines and timeline expectations.

Working directly with DOR, ensure the team implements activities that positively impact resort Rev Par performance.

Monitor competitive resorts to ensure continual market share improvement.

Develop and maintain a succession plan for management positions in Sales and Marketing.

Prepare, monitor and control the annual advertising and business promotion (S&M) budget.

Sales

Possess a strong back-ground knowledge and contacts across the travel agency universe, including Consortia and Tour Operators, acting as a key face for the hotel within the industry including pro-active sales events and trade shows.

Nurture a hunter-type attitude with the sales team, pushing aggressive pro-active sales across our Resort and Residences product.

Develop and approve travel schedules and budgets.

Implement and monitor an effective prospecting program.

Review the performance of each salesperson and audit key account activity.

Participate in designated trade, service and community association and clubs.

Co-ordinate sales activities with GSOs.

Marketing

Oversee PR and Communication teams and third-party agencies, establishing clear annual focus areas and monitor progress regularly.

Oversee final content sign-off for all relevant media channels, including social media, ensuring that all content adheres to brand guidelines and monitor content performance for constant learning.

Maintain a strong knowledge and focus on digital marketing, understand the entire digital ecosystem across the hotel, Six Senses brand and IHG to help drive awareness and conversion into direct channels.

Work across internal teams for all revenue generation and brand building programming – act as a voice of commercial reason, supporting and guiding teams where necessary on all activities, in particular marketing and communication execution.

Take final ownership over all marketing projects, including timelines, deliverables, and budgets.

Ensure all marketing content and collateral adheres to Six Senses guidelines.

Revenue Management

Maintain direct oversight over yield management and distribution strategy, working closely

with the Director of Revenue on annual plans.

Lead strategic and tactical demand generation discussions, working closely across revenue, sales, and marketing to ensure our demand generation program is optimized across distribution channels.

Lead weekly Forecast meetings with the Director of Revenue and sales teams.

Working closely with the Director of Revenue, instill a sales-like mentality with the Reservations team, ensuring a regular up-skilling and training program is in place.

Attend weekly pace and pick-up meetings with ownership.

Administration

Forecasting and reporting requirements for the role will be completed accurately, on time and maintained for reference. Corrective action will be taken immediately when issues are identified, particularly for revenue generation results. The required meetings and briefings are to be attended or conducted, as instructed by the General Manager.

Quality

Six Senses guidelines and standards of service and operation will be adopted and followed by all Sales & Marketing hosts so that our performance benchmarks are maintained and exceeded. Client service and product issues are promptly addressed.

All activities within the department will be carried out ethically, honestly and within the parameters of local law.

Financial Performance

In this role, I will instill a revenue-focused philosophy through training and education so that all hosts are fully engaged with driving revenue opportunities. The departmental budget will be strictly adhered to and all costs will be continually monitored and controlled to drive profitability, while taking into consideration the preservation of required standards with every decision made. Forecasting is undertaken on a daily, weekly, monthly, quarterly and annual basis to ensure budgets are met and exceeded.

People Management

As Director of Sales & Marketing, I am responsible for the management and development of all hosts within the department (Sales, Marketing, Revenue, and Reservations) through the provision of direction, delegation, interaction, encouragement and enthusiasm, discipline, training, performance evaluation and counselling to build a loyal, productive and effective team. I will ensure our hosts report for duty punctually, wearing the correct attire and deliver friendly, courteous, consistent and efficient service at all times.

General

In this role, I will behave in a professional manner and set an example to all. I will abide by Six Senses principles, core values, best practices, guidelines and objectives, while respecting other cultures and nationalities and projecting a positive and proactive position to help build and maintain a strong, loyal team. **Qualification** : Skills and Experience
To execute the position of Director of Sales & Marketing, I have the required qualifications, technical skills and experience in a similar role in luxury hotels with proven results. I possess a minimum of a Bachelor's degree in Hospitality, Marketing, Hotel or Business Management and more than five years' experience in a senior sales and marketing role.

I am a personally involved, visible and proactive leader with excellent organizational skills, capable of providing focused direction and continuing to establish the property's prominent position within the market. I possess a well-developed capability for strategic decision-making and a track record of proven results in the areas of customer satisfaction, operational excellence, host satisfaction, revenue and profit.

In terms of sales and marketing management, I have an intuitive sense for driving business, a passion for excellence and an understanding of the sophisticated needs of the luxury customer.

My financial acumen positions me as a business savvy leader with demonstrated financial understanding and interpretation of reports plus cost control.

From a people management perspective, I am a responsive, engaged and interactive leader, capable of building strong positive relationships with hosts that results in a shared vision of success for the operation, demonstrated ability to leverage shared resources, undertake training as needed and to manage through influence.

Technical skills include Advanced MS Office - Word, Excel, PowerPoint and Outlook. I am also familiar with various hotel systems including PMS and CRM platforms. I have an excellent command of written and spoken English with some knowledge of the local language and customs.

I will maintain a thorough understanding of Six Senses in terms of guidelines, rules and regulations, brand and operating standards, facilities and services. **Accommodation**

Provided : No **Benefit** :Local Six Senses Benefits

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