

Job Title:	Commercial Manager	Job Category:	Management
Department/Group :	Commercial Department	Reporting to:	General Manager
Location:		Travel Required:	Limited
Level/Salary Range:	Management	Position Type:	Full-time
HR Contact:	Human Resources Coordinator	Date posted:	
Will Train Applicant(s):	Limited	Posting Expires:	

Job Description

Summary:

The Commercial Manager is the head of the Sales & Marketing department and is responsible for training and supervising his/ her relevant team members; all according to Swiss International's requirements and standards in order to drive business exposure and profitability.

The Commercial Manager maintains and meets sales/ revenue targets and networks business relations with the use of Swiss Darling Loyalty Program, to corporate clients, airline companies, tourism offices, travel agents, event companies, etc...

The Commercial Manager works closely with the Hotel Managers, the Area Office and the International Services Center to determine appropriate sales strategies in all market segments towards maximizing the hotel revenues, occupancy of meetings, conferences and events. In order to achieve optimal results, he/she has to observe the market, trend and monitor the competitors; while maintaining the control of expenses of the Sales & Marketing budget.

Responsibilities:

- Provides day to day leadership to sales associates to achieve property sales objectives with overall responsibility for achieving booking goals and property revenues.
- Manages the marketing budget to enable development of property specific campaigns, promotions and collateral to drive revenue and meet property objectives.
- Interfaces with marketing communications for regional and national promotions according to Swiss International's standards and requirements.
- To perform all sales activities, promoting, selling and developing new and existing accounts with a view to accomplishing department objectives, the company's

vision, mission and goals.

- Implement all sales action plans and plan sales call activities including the weekly sales calls reports, to major marketing areas and calling on existing and potential accounts.
 - Provide information on changing market conditions, including trends in the competition.
 - Arrange and accompany clients on familiarization/site inspection tour..
 - To achieve sales objective and goal to generate maximum high yield in accordance to the yearly Marketing Plan's objectives.
 - Maintain excellent relations with GDS bookers, while monitoring the production results & potential in order to optimize the business for the hotel.
 - Follow all company policies and procedures; protect company assets.
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- Set up, monitor and control the exchange information of all Sales employees according to the Brand Standards.
 - Refer major problems or defective products to vendors/suppliers.
 - Monitor and update the website's content including the email signatures.
 - Actively searching and negotiating new agreements for online and print requirement for the hotel.
 - Ensure that maximum content and imagery are available on the hotel's websites.
 - Work with the International Services Center for consistent update of SEO activities and updates.
 - Maintain and promote a team work environment with effective and clear communication amongst co-workers.
 - Works with management team to create and implement a sales plan addressing revenue, customers and the market segments.
 - Set example through professional, friendly attitude towards clients and co-workers, timely response to clients and co-workers needs and observance of sales SOPs.
 - Follow and track company cross-sell initiatives.
 - Assists with the development and implementation of promotions, both internal and external.
 - Plan & Execute Trade/ Industry fairs and activities alongside the Area Office.
 - Maintaining the Social Media accounts according to the guidelines and manuals.
 - Work with the Commercial team to create and develop online marketing opportunities to increase Loyalty to the brand and the hotel while driving traffic to the websites and improving the booking conversion rates.
 - Monitor and maintain mobile websites, apps when required.
 - From a Graphic Design point of view, be involved and give recommendations and ideas for all innovations and improvements.
 - Be specifically involved in the design and product composition of the marketing products:
 - i. SWISS-RFP
 - ii. SWISS-DARLING
 - iii. Swiss Select
 - iv. Bi-Monthly Newsletters
 - v. Notifications & Letters

- vi. Collateral & Stationary Production & Print
- vii. Photography as per the standards and specifications
 - Provide critical analysis of strategies, room's statistics and demand factors
 - Conduct competitive and demand analysis
 - Excellent interpersonal and communication skills and the ability to work well with co-workers and the public.
 - Attention to detail and organizational skills are a must.
 - Effective time management skills and ability to prioritize work.
 - Strong Microsoft Office skills & designing skills.
 - Be involved in SWISS-RFP including the consortia promotional activities.
 - Analyzes independently and determines whether hotel is effectively marketing itself across electronic channels.
 - Attend Weekly Sales Meeting to maintain communication of strategies and need periods.
 - In general, perform any other duties might requested by the General Manager.
 - Monitor & Assist in the preparation of training materials including branding and visuals according to Swiss International's Standards.
 - Compile the yearly Marketing Plan together with the Management team of the hotel.
 - Maintain the rate strategy according based on the market trend and competitive analysis.
 - Prepare training materials, training schedules, and ensure that the Sales & Marketing Department is fully trained on the Commercial department's standards and requirement.

Requirements:

- Degree in hospitality management, business administration or related field.
- Experience in the hotel/ travel industry is important to the success of this role.
- Proven ability to meet targets/ budgets.
- Required designing and online marketing experience with familiarity of the industry's latest trends.
- Working experience in hospitality.
- Excellent knowledge of the Social Media.
- Adequate knowledge of personalized services principles and processes.
- Proficiency in English, an additional language will be considered an asset.
- Excellent problem resolution skills along with outstanding communication and active listening skills.
- Ability to work flexible hours.
- Highly responsible and reliable with a professional presentation.
- Degree in hospitality management, business and/or marketing.
- Strong network of connections is an asset.
- Proactive with proven track record of excellent negotiation skills
- Very good sense of business.
- Demonstrated teamwork ability and interpersonal skills.
- Must be in a position to keep secrets and confidentiality considering the kind of

sensitive information that he or she will be privy to.

- Demonstrated ability to lead initiatives and show skills in follow up, multi-tasking, leadership and accountability for team actions.

Key working relationships:

- General Manager
- Guest Services Manager
- Chief Accountant
- General Manager
- Area Directors
- CEO
- JV Partners

Reviewed By:	HR	Date:	
Approved By:	General Manager	Date:	