

# SKETCHLEY GRANGE

## HOTEL & SPA

### **Hotel Sales Manager**

(Salary negotiable dependent on experience)

An exciting opportunity has arisen for a dynamic **Sales Manager**.

Sketchley Grange Hotel and Spa is a 4 star hotel situated in the heart of Leicestershire with 102 Bedrooms. Banqueting for 350, Garden Restaurant accommodating 120 covers including Terrace bar.

The Hotel Sales Manager will actively promote the company through continual demonstration of the organisations purpose and values. The Hotel Sales Manager role is the front line and the first impression our clients receive.

We are looking for someone who can drive the hotel revenue by effectively marketing and selling within the local market place. To increase the profitability of existing accounts, secure new business and work across all market segments.

#### **Key Responsibilities of the Hotel Sales Manager role are to:**

- To drive revenue from the conference & event agency and corporate market ensuring that existing accounts are grown and research is carried out to take business from competitors both locally and nationally located.
- To procure new and repeat business for the hotel by contact with agency and corporate meeting and event planners, exhibition organisers, associations and sporting bodies and local corporate accounts.
- Implement Total Account Management for local corporate accounts maximising revenue from both their corporate transient business and meeting/events requirements
- To liaise on a daily basis with hotel revenue team to ensure that all activity undertaken increases hotel profit in line with the business plan
- Identify and complete marketing and advertising opportunities, working alongside Head Office
- Manage an agreed account portfolio in order to support hotels targets and sales objectives.
- To work closely with the revenue function & General Manager to ensure aligned balanced Hotel objectives and performance. To ensure the budget is met for the conference and local corporate segments
- Support the Hotel commercial team to balance a Corporate / Leisure / M&E mix as defined by the hotels strategy
- Produce monthly sales reports of activities, key opportunities, threats and planned actions.

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- Create and implement initiatives for the hotel that will deliver: \* \* increase in REVPAR\* increase in food, beverage and meetings revenues
- Attend regional and national meetings where necessary in order to support regional and national key account sales activities.

If you are looking for a new challenge and are great at sales, then we would like to hear from you.

**Due to the expected high volume of applicants we regret that we cannot provide individual feedback to each applicant and that only short-listed candidates will be contacted directly.**

To apply please send your CV to: [gm@sketchleygrangehotel.co.uk](mailto:gm@sketchleygrangehotel.co.uk)

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