



## Director of Sales and Marketing

Fresh off a multi-million dollar total renovation, Sheraton Chapel Hill Hotel welcomes you to a completely updated experience. Our premier, full service hotel is off of Franklin Street with easy access to the UNC campus—an ideal base for exploring the Triangle area. We're also just a few minutes from the Raleigh/Durham International Airport and convenient to many corporate offices.

Grounded in 40 years of experience, Richfield Hospitality offers world-class expertise in branded as well as independent hotel operations in select service, full service, and lifestyle properties. Richfield and its affiliates offer proven solutions and expertise to approximately 500 hotels and resorts. From hotel operations and property management to electronic distribution and interactive marketing, Richfield achieves superior operating results through its strong commitment to owners, guests and associates.

*The Director of Sales and Marketing* is responsible for all sales efforts and supports revenue management initiatives. This position is the revenue driver through the delivery and execution of the strategic plan, leadership of the sales department, and developing and strengthening alliances and relationships within the marketplace.

### Essential Duties and Responsibilities:

Functions as the strategic business leader of the hotel's sales and marketing department and is responsible for all property related reactive sales activity, proactive account sales and targeted segmentation, local and social catering sales and business travel sales, as well as positioning and promotional planning and activities. The position shares responsibility for achieving revenue goals, guest and associate satisfaction and the financial performance of the department.

- Develops and implements the sales and marketing business plan and annual budget. Analyze competition, market trends and customer needs and comments, forecasts, etc. to continually assess the productivity against budget, plan, and market.

- Direct the sales operation to meet / exceed revenue goals while ensuring a positive guest experience. Hold sales team accountable for achievement of revenue performance and activity goals.

Develop and continually enhance relationships with key corporate, business and travel accounts, community organizations and professional associations to maintain visibility and market share. Continually targets and prospects new business through individual creativity and innovation.

Represents the Hotel positively and effectively in the marketplace. Proactively position and market the property. Manages the marketing budget to enable development of hotel specific campaigns, promotions and collateral to drive revenue and meet property objectives. Interfaces with brand support services and regional sales and marketing communications to ensure promotions pull through.

As a member of the Executive Committee, develop and implement hotel-wide strategies that deliver products and services to meet or exceed the guest and owner expectations. Ensure on target branding and owner ROIC.

#### Required Skills and Requisites:

Excellent communication skills. Ability to convey information and ideas through a variety of media; engaging the audience and helping them understand and retain the message. Skilled at establishing effective relationships with customers and internal partners; promoting openness, trust and confidence in one's intentions. Requires effective reading, writing and oral comprehension.

Driven sales and marketing acumen. Energetic, proactive, takes calculated risks, and perseveres to attain goals. Posses an extensive knowledge of sales, marketing, revenue management and budget analysis capabilities with a demonstrated ability to apply these principles and methods through strategy and tactics.

Thorough understanding of hotel revenue management. Knowledge of total hotel revenue management concepts, processes and strategies (including sales cycles and trends, account management, pricing, and inventory management).

Administration and management capabilities with fiduciary responsibilities. - Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Leadership qualities. Skilled at building a cohesive team and facilitating goal accomplishment by aligning individual and team actions with strategies and plans to drive business results. Requires the ability to inspire confidence and gain respect of hotel team, industry partners, competitors, and owners.

Service orientation. Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Applied business knowledge including bachelor's degree in Business Administration, Marketing, Hotel and Restaurant Management, or related major plus five or more years

experience in hotel sales and marketing. Must possess full service hotel Director of Sales & Marketing experience.

Richfield Hospitality offers competitive compensation, excellent benefits and rewarding incentive plans with a commitment to associate's personal growth, respect and well being. For immediate consideration, direct your candidacy to:

Attn: Talent Acquisition

Re: Career Opportunity – Sales Manager

Richfield Hospitality  
7600 E Orchard Rd, Suite 230-S  
Greenwood Village, CO 80111

Email: [ccooper@richfield.com](mailto:ccooper@richfield.com)

Web: [www.richfield.com](http://www.richfield.com)

Richfield Hospitality is an equal opportunity employer.