

JOB POSTING

Job Title: Sales Manager

Job Status: Full-time, Permanent

Start Wage: \$70,000-\$75,000 per annum

Summary of Position:

To represent the Inn at Laurel Point in all guest interactions as an “A refined coastal experience in a waterfront city setting, guided by sincere, friendly service, to create remarkable memories.” The Sales Manager will actively prospect for new clients and further develop untapped potential within existing accounts. Reporting to the Director of Sales and Marketing, the successful candidate will work collaboratively within our sales team and will have a responsibility for achieving clear revenue and activity goals set forth by the hotel.

Responsibilities:

- Responsible for managing the SMERF, Tour & Travel and Business Travel markets for the hotel
- Accountable for individual room night quota and revenue targets
- Develop, present and manage annual sales plans
- Grow market share and revenue within the SMERF and Business Travel segments through proactive sales activities and research, while maintaining and enhancing relationships with existing Tour & Travel partners to drive repeat business.
- Work collaboratively with sales and events team to share leads, contribute to reporting systems and to protect the integrity of OPERA Cloud PMS
- Negotiate annual Tour & Travel and Business Travel agreements and SMERF contracts using a strategic, revenue-focused approach that maximizes room, food and beverage, meeting space, and other revenue opportunities.
- Work closely with the event department to ensure a seamless transition for the client
- Develop and maintain relationships with clients through regular communication, virtual meetings, on-property visits, and occasional travel to key industry events and client meetings.
- Prepare weekly, monthly, quarterly and annual reports as required
- Actively contribute information on comp set and stay abreast of emerging market trends and share information with the team
- Handle special projects as assigned
- Quickly respond to all leads and develop/maintain strong relationships with clients, industry colleagues
- Participation and contribution in Sales meetings and step in to assist other Sales Managers while they are travelling on business

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- Conduct any other general duties deemed necessary from time to time i.e. handle a meeting space only site or work the lobby as a management presence during a heavy volume day

Job Requirements:

- Proven track record in sales, self-motivated and results driven
- Minimum 3-5 years of Sales experience in hotel industry required
- Must be available outside of regular scheduled hours as required
- Strong critical thinking abilities
- Confident, well groomed, professional presentation and demeanor
- Superior interpersonal skills, and exceptional communication skills
- Ability to work under pressure, and meet deadlines
- Excellent planning and organizational skills
- Exceptional listening skills and telephone etiquette
- Excellent time management and multitasking skills
- Proficiency in Microsoft Word, Excel and OPERA Cloud PMS
- Ability to travel as needed
- Must be able to embrace the 4 core values of the Inn at Laurel Point: Excellence, Respect, Curiosity and Stewardship.

Reports To: Director of Sales & Marketing

Closing Date: Please submit your application as soon as possible as applications are reviewed daily

Apply Now! Please email your resume to careers@laurelpoint.com. For more information, please visit our Careers page at www.laurelpoint.com/careers

What's in it for you?

- Competitive Wages
 - A fun & friendly workplace culture that embraces diversity
 - Cross-training opportunities to grow your skills
 - Best staff meal in town and by the way, it's free!
 - Complimentary parking on non-restricted days during the off-season
 - Comprehensive benefits package
 - Colleague of the month recognition program
 - BBQs on our stunning Terrace patio, free themed year-end Gala to thank you
 - Aura waterfront restaurant + patio staff discount – 50%
 - Need a staycation? We've got you covered, after your 1-year work anniversary, enjoy a complimentary one night stay including breakfast for 2
 - Friends & Family hotel discount (so you can show off your amazing workplace)
 - Candidate referral bonus - \$500
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- Industry discounts
 - Workshops
 - Cross-training opportunities
 - Skill and advancement training programs
 - Shower and locker facilities

Thank you for considering Inn at Laurel Point as your employer of choice!

