

Sunburst Hospitality Corporation Job Description

Job Title: Vice President of Sales & Marketing
FLSA Status: Exempt
Prepared Date: June 2010
Reports To: National Vice President, Operations

SUMMARY: To supervise the total sales effort of the company, including participation in the annual planning effort, developing new accounts, maintaining existing accounts, training and support of sales related professionals, implementation of sales and marketing strategies so as to maximize profits of the company while maintaining customer satisfaction.

QUALIFICATIONS: To perform this job successfully, the individual must be able to **perform each essential duty and responsibility in a safe and satisfactory manner**, and the individual must be **punctual** and **have a good attendance record**, and **have reliable means of transportation to work**. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Direct and coordinate company sales and marketing functions.
- Develop and coordinate sales selling cycle and methodology.
- Direct and oversee the company marketing function to identify and develop new customers for products and services.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Oversee the development and management of internal operating budgets.
- Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.
- Participate in the development of new project proposals.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.
- Supervise the planning and development of company marketing and communications materials.
- Represent the company at various community and/or business meetings to promote the company.
- Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
- Promote positive relations with partners, vendors, and distributors.
- Recommend and administer policies and procedures to enhance operations.
- Work with department managers and corporate staff to develop five year and ten year business plans for the company.
- Establish and implement short- and long-range departmental goals, objectives, policies, and operating procedures.

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ESSENTIAL DUTIES AND RESPONSIBILITIES (continued):

- Interact with third party OTA's and data reporting company.
- Maintain and affect on-going training of company's sales and marketing staff.
- Develop and oversee preparation of promotional correspondence with travel bureaus, business and social groups.
- Enforces sales department and company policies and procedures in accordance with Sunburst's Sales and Marketing SOP Manual.
- Travels approximately 50% of work time.
- Carries out supervisory responsibilities in accordance with the Company's policies, training programs, and applicable laws. Responsibilities include recruiting, interviewing, hiring, and training employees; planning, assigning, and directing work.
- As required of all associates, assists any customer or potential customer in a prompt, courteous, friendly, and helpful manner at all times.
- Other duties and responsibilities as assigned.

EDUCATION and/or EXPERIENCE: Bachelor of Arts degree (B.A.) from four-year college or university; and seven to ten years related experience and/or training; or equivalent combination of education and experience is *preferred*. *Experience in hotel sales required.*

LANGUAGE SKILLS: *A Vice President of Sales & Marketing must have developed language skills to the point to be able to:*

- Read and interpret documents in English such as safety rules, operating and maintenance instructions, and procedure manuals, newspapers, periodicals, journals, and manuals.
- Write routine reports, correspondence, business letters, summaries, and reports in English using prescribed format, and conforming to all rules of punctuation, grammar, diction, and style.
- Ability to speak effectively in English before groups such as customers or employees.

REASONING ABILITY: *A Vice President of Sales & Marketing must have developed reasoning abilities to the point to be able to:*

- **Apply common sense** understanding to carry out instructions furnished in written, oral, or diagram form.
- Use **mathematical skills** to interpret financial information and prepare reports and budgets.
- **Read and interpret** business records and statistical reports.
- **Make business decisions** based on reports and similar facts, as well as on experience and personal opinions.

COMPUTER SKILLS: *Vice President of Sales & Marketing must have sufficient computer skills that will allow them to be able to use, in a proficient manner, all Company-issued software programs implemented at the hotel, including but not limited to the following:*

- **Microsoft Word**
- **Microsoft Excel**
- **Yield Management Systems** programs
- **Property Management System (PMS)** programs
- **Daily Revenue System (DRS)** programs
- **Central Reservation System** programs
- Company-issued **internet browser** programs
- Company-issued **electronic mail** programs

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NOTE: Company-issued software programs implemented at a particular Sunburst hotel may be changed from time to time; the Vice President of Sales & Marketing is required to learn the new programs and upgrades as soon as practicable after such items are provided to the hotel.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The employee must regularly lift and/or move up to 25 pounds. The employee must be able to see differences in widths and lengths of lines such as those on graphs. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

ENVIRONMENTAL CONDITIONS: *Inside:* Protection from weather conditions but not necessarily from temperature changes. A job is considered "inside" if the worker spends approximately 75 percent or more of the time inside.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Must be able to work effectively in a **stressful environment**, communicate well with others, effectively deal with guests, and **accept constructive criticism** from supervisors.
- Must be able to **change activity frequently** and **cope with interruptions**.
- Must be able to **travel using public transportation**, such as plane, train, bus and/or cab.

IMPORTANT NOTE: *Essential functions of this job are described under the headings above. The job requirements and features are subject to change from time to time due to the then-current needs and requirements of the Company and/or the hotel.*

Employee Signature

Employee Name – Printed

Date

Note to National Vice President, Operations: please provide a copy of this signed job description to the employee and place the original in the employee's personnel file.