

Barbados Conference Services Ltd. – Role Profile: Head of Sales & Marketing

Role Title: Head of Sales & Marketing

Department: Sales & Marketing Department

Responsible to: Chief Executive Officer

Responsible to Role holder: Account Executives & Media Marketing Officer

Purpose of role: The Head of Sales & Marketing is responsible for managing the organization's business development ensuring consistent and rapid growth in sales across the business

Qualifications & Experience: Associate Degree in Management/Tourism Management/Marketing or a related discipline with three (3) years' experience in a sales or marketing environment.

Key Results areas:

Strategic

- Oversee the day to day management of the sales and marketing team.
- Devise strategies for driving sales growth across the business.
- Analyze existing approaches to the development of business and making changes where appropriate.
- Develop and implement new business initiatives.
- Work closely with members of the team to generate new business within large accounts.
- Identify sales opportunities as a result of market changes.
- Form strategic partnerships with other companies and industry partners to leverage existing networks to drive new business.
- Attend industry events in order to generate business leads.

Financial

- Set targets for new business development for the Account Executives and Media Marketing Officer.
- Implement sales incentives to drive sales performance within the team.
- Negotiate sales contracts with customers ensuring their profitability.
- Make cost calculations and provide clients with accurate proposals.
- Meet and where possible exceed set sales targets.

Operational

- Set up meetings with prospective customers to sell the company's products and services.
- Work with the marketing team to devise marketing materials and tools to support sales initiatives.
- Monitor customer satisfaction with clients to ensure service delivery.
- Maintain client database and keeps clients up to date with the products and services offered by BCSL.
- Acting as a key contact for large customer accounts.
- As required, manage events from sale to execution, liaising with Event Coordinators.
- Perform site inspections with aim of booking new business.
- Review the weekly target projection report to ensure that weekly targets are met and the three month forecast for events booked in the company's reservation system are actively followed for completion of outstanding contracts.
- Conduct Sales Calls/Client Meetings on and off-property with the aim of generating new business.

Administrative

- Prepare weekly/monthly Sales Reports for submission to the Chief Executive Officer.
- Be responsible for the preparation and dissemination of the minutes of the sub-committee meetings.
- Assist with the requisite sales training, as required.
- Review contracts prepared by Account Executives and check against the company's reservation system for accuracy before signing.
- Ensure that all relevant documentation for the hosting of events is prepared and signed by all parties in keeping with the established policies and procedures.
- Ensure that the company's reservation system is accurately updated with all the relevant information for each function booked, to facilitate ready access to information by all departments.

Technical

- Advise clients of services which can be utilized to ensure the smooth running of their activities.

Clerical

- Ensure the central filing system is maintained

Direct External Communication

- Deliver presentations on products and services to potential customers and clients as needed.

Supervisory

- In conjunction with Human Resources interview and recommend for hire, new members of the sales and marketing team.
- Set tough but achievable revenue targets for the Account Executives.

Other

- Perform all other related duties as may be assigned by the Chief Executive Officer.

Skills obtained through formal education that are required to perform the job

	Formal Education Skills:	Examples of use in your work
	Language and communication	<ul style="list-style-type: none">❖ Draft correspondence and communicate with customers on behalf of the organization.❖ Preparation of monthly reports.❖ Responding to requests for proposals from clients.❖ Liaising with other departments and communicating customer needs to staff.
	Mathematics	<ul style="list-style-type: none">❖ Preparation of costings and proposals.
	Analysis and Interpretation	<ul style="list-style-type: none">❖ Identifying new markets and business opportunities❖ Reviewing of customer feedback.
	Organizing and coordinating	<ul style="list-style-type: none">❖ Liaising with other departments and coordinating details to successfully host events
	Counselling	<ul style="list-style-type: none">❖ Advising clients of services and supporting sales and Marketing teams in the performance of their duties.
	Research and Development	<ul style="list-style-type: none">❖ Gathering market and customer information and providing feedback on future buying trends

Desired skills and abilities:

- Previous experience working in a business development role within the hospitality industry.
- Proven track record of generating new business and achieving revenue growth.
- Ability to lead and work as part of a team.
- Ability to be flexible, adaptable and follow procedure.
- Ability to make decisions and use initiative.
- Ability and willingness to travel and to work evenings and weekends as required.
- Excellent communication and interpersonal skills.
- Excellent organizational and time management skills.
- Competent in the use of basic IT systems, website admin & social media.
- Ability to meet targets, deadlines and work under pressure.
- Natural leader and motivator of sales and business development teams.
- Ambitious and target focused with a drive to succeed.

The successful candidate must have access to an automobile and a clean Police Certificate of Character will be required.