



March 9, 2010

SPORT-SPECIALTY SALES MANAGER
Reporting to: Director of Sales
Ramada Hotel and Conference Center

ARE YOU LIVELY? With SilverBirch Hotels & Resorts, you can be!

What's In It for You?

- Join our family of supportive team mates who are passionate about service
- "The Perks" including hotel and restaurant discounts
- Growth opportunities within a national multi-brand hotel company
- Industry leading development and training programs
- Learn and collaborate with the best in the industry
- Proud to be Canadian
- We are lively! Come have some fun with us!

We are looking for a Sport-Specialty Sales Manager at Ramada Hotel and Conference Centre in Edmonton, Alberta.

Job Description

The Sport-Specialty Sales Manager will manage accounts to achieve guest satisfaction and to solicit past and new business to ensure all revenue goals are achieved or exceeded. Responsible for prospecting new group sales accounts in the Sport, Specialty – Social, Military, Education, Fraternal, Recreation and Entertainment markets. Market, entertain, and maintaining relationships with existing accounts to meet and exceed revenue goals in rooms, food, beverage, and room rental.

- Create, analyze and implement Sales strategies to reach targets.
- Maintain a positive working relationship with existing accounts.
- Responsible for achieving targets set for the Ramada Hotel and Conference Centre within the Sport and Specialty markets;
- Actively solicit potential new accounts by telephone prospecting, outside sales calls.
- Review daily arrivals list and respond accordingly (i.e. VIP gifts, letters, etc.)
- Review property report card and 4-Tell to analyze production and be abreast if the position of the hotel (i.e. aware of the ADR, current occupancy and forecasted revenue and occupancy).
- Enter communication records as required for each contact in Delphi.
- Attend internal and external functions as required.
- Field incoming calls and respond in timely manner.
- Retrieve monthly production reports from Delphi and review with Director of Sales & Marketing.
- Review market share report with sales team.
- Respond to internal requests from team members.
- Forward appropriate leads to SilverBirch affiliates with cc to Director of Sales.
- Act on referrals from other SilverBirch affiliates.
- Conduct site inspections for clients.
- Attend morning sales review meeting.
- Attend tradeshow or events as required.
- Set achievable calling quotas in conjunction with the Director of Sales & Marketing.
- Regularly review forecasts for the current month and ensuing six months.
- Prepare a three month rolling action plan (i.e. calls, trips, activities, etc.)
- Participate in the Duty Manager program.
- Other duties as assigned.

Preferred Education & Qualifications:

- University or College degree in Hotel Management/ business Administration
- Previous hotel sales experience an asset
- Delphi experience an asset

- Personal vehicle required.
- Proven inter-personal skills with a strength in influencing.
- Motivated individual who works well both independently and within a team.
- Strong Organizational skills with the ability to handle many projects at once.
- Well-developed written communication skills
- Flexibility to travel occasionally.
- Ability to analyze data and make adjustments where necessary

This individual will:

- Work best in a well organized environment and will enjoy tasks that involve organizational and coordinating skills.
- Be a careful and inquisitive worker who will examine the potential consequences of any task before making a decision.
- Be a systematic committed worker who likes to work with defined concepts.
- Be concerned with achieving results.
- Want to work independently
- Be a reserved and responsible worker capable of detailed work and will observe established procedures.
- Be interested in the rationale behind things and will try to read between the lines to find it.

If you are interested in joining the liveliest hotels in Canada, each with their own unique sense of place then we want to hear from you!

Those interested in applying are invited to forward a resume in confidence to the attention of:

**Apply by March 16, 2010 or contact us at:
Human Resource Services
Phone: (780) 453-7313
Fax: (780) 453-7333
abauer@silverbirchhotels.com
www.silverbirchhotels.com**

**SILVERBIRCH HOTELS & RESORTS IS SUPPORTIVE OF WORKFORCE DIVERSITY AND
ENCOURAGES APPLICATIONS FROM QUALIFIED INDIVIDUALS.**