



January 27, 2012

**Director of Sales & Marketing
Ramada Conference Centre
Full Time, Permanent
Edmonton, Alberta**

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 looking for a Director of Sales & Marketing for the Ramada Conference Centre Edmonton, AB. The Director of Sales is responsible for ensuring the efficient and effective guidance of the Sales and Catering office achieving overall hotel objectives for Customer Satisfaction, Associate Satisfaction and Financial Performance.

Duties and Responsibilities:

- Key participant in the development and execution of strategic business plans for all sales-related departments and overall hotel operations
- Understands customers, builds organizational credibility and develops new revenue sources on an on-going basis
- Passionately curious about results and measuring ROI in all aspects of sales, marketing and public relations activities
- Effectively manages expenses, maximizes revenues and works at staying ahead of the competition
- Identifies and analyzes marketing/sales needs and develops effective short and long term strategies to meet changing needs of the hotel and the surrounding business environment
- Analyzes market research data to identify trends and opportunities to increase revenues and market share
- Reviews and implements pricing strategies for group and transient segments
- Prepares and presents revenue plan/budget
- Builds relationship with key accounts and actively targets new business
- Maintains an active role in the community, civic and industry organizations
- Directs the use of and measures effectiveness of public relations, advertising and promotional campaigns
- An eagerness to enhance one's own ability and the ability of others to contribute; celebrates success of team and hotel
- Provides direction, leadership, support and coaching to sales and catering team to achieve professional and organizational goals
- Works with sales team to set performance standards and achievement oriented, measurable goals
- Champions the sales department incentive programs to stimulate productivity and establish measurable standards of performance
- Coaches and acts as a resource to other departments assisting with selling skills and ROI
- Promotes and encourages inter-departmental cooperation and communication to improve customer service and overall guest satisfaction



- Hotel team player able to provide positive reinforcement and feedback; able to communicate effectively with alternative departments within the hotel including but not limited to: banquets, Revenue Management and Front Desk
- Conduct monthly department communication meetings on a regulation basis following the outline as set out by the Hotel
- Attend and participate in all Department Head and Leadership Team Communication meetings
- Work with leadership team to increase hotel goals including but not limited to CSI and GSI
- Acquire knowledge of hotel, in house facilities and local information to respond to guest inquiries
- Follow all Health & Safety policies of the Hotel
- Keep supervisors informed promptly of all problems or unusual matters
- Attend monthly department and training meetings as scheduled
- Follow SilverBirch Hotels Spirit Standards
- Responsible for ensuring all regulatory requirements are adhered to
- Perform other duties as required

Preferred Education & Qualifications:

- University or college degree in Hotel Management/Business Administration
- Minimum 2 years experience in a comparable role as Director of Sales with direct reports
- Ability to develop and achieve goals and objectives
- Experience with accurate forecasting and analysis of results
- Skilled communicator and coach; both verbal and written
- Proven ability to inspire fellowship and to develop and maintain strong, productive relationships
- Proven leadership, negotiation and coaching skills
- Experience with Delphi and MSI is an asset
- Previous hotel experience and minimum of 3 years of senior sales experience
- A sense of “liveliness” and passion for our business and the people we serve

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 January 31, 2012 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.

NOTICE TO POTENTIAL JOB APPLICANTS

If you are considering employment with us, please be advised that SilverBirch Hotels & Resorts

- **does not** require job applicants to pay a fee for a job application or opportunity; and
- **does not** make unsolicited offers of employment.

If you have been approached by any entity engaging in such practices who claims to represent SilverBirch Hotels & Resorts, please advise us immediately by email at careers@silverbirchhotels.com and contact either the Canadian Anti-Fraud Call Centre at 1-888-495-8501 or the Royal Canadian Mounted Police.