

## **The Copper King Hotel in Butte, MT is seeking a Director of Sales & Marketing**

**Purpose of Position:** Generates top line revenue through outside direct sales and by identifying, developing, and maintaining property sales and marketing objectives. Responsible for planning and implementing sales, marketing and product development programs, both short and long range, targeted toward existing and new markets by performing the following duties.

**General Summary:** Responsible for maximizing the occupancy and the average daily rate of the hotel. Markets hotel and its meeting facilities to corporations, associations, and other organizations as a convention/meeting venue. Generates revenue to meet or exceed budget expectations. Works closely with the General Manager to develop an effective marketing plan and direct the convention sales effort as described in the marketing plan.

### **Critical Functions and Responsibilities:**

- Solicits, negotiates, and books new and repeat business through various efforts (outside sales calls, telemarketing, mailings, referrals, property tours, networking, etc.). Maximizes convention revenue to meet/exceed goals.
- Assists in the development of the Marketing Plan and Key Account Action Plans.
- Establishes and maintains close contact with assigned accounts and target accounts.
- Markets city and property as a desired destination at trade shows and conventions.
- Develops and maintains marketing plan and convention sales budget.
- Maintains high visibility in the surrounding community and in the hospitality community.
- Designs new programs and campaigns to develop additional convention sales from the various market niches.
- Develops strong customer relations through frequent communication, professional, courteous and ethical interpersonal interactions.
- Controls departmental expenses on the property's behalf in order to minimize hotel costs.
- Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Develops customer profiles and maintains an effective trace system, including dates and references, in order to best meet client needs, resulting in superior account services and increased revenues. Conducts research, surveys, personal investigation and studies marketplace and territory in order to effectively capitalize on the hotel's strengths and competitor's weaknesses and capabilities.
- Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.
- Keep General Manger apprised of the organizational climate, identify problems either actual or anticipated, and communicate with appropriate staff.
- Assist co-workers as needed and function as a member of the team.
- Comply with all safety requirements and policies of the hotel.
- Keep up to date with all brand required online training and certifications.

**Scope of Responsibility:** This full-time position needs a “take charge” personality; one that shows initiative, perseverance, and possess a “whatever it takes” attitude. The ability to work independently and to make decisions is critical. This position will require extremely strong interpersonal skills and organizational abilities, and the capability to be extremely flexible in an environment that is subject to many spur-of-the-moment changes.

**Minimum Skills and Knowledge Required:**

- The hotels goals, policies, procedures, and operations; ability to prioritize work, meet deadlines and manage many projects simultaneously.
- Excellent leadership skills and strong revenue management skills. Must be innovative and self-motivated.
- Knowledge of local competition and general industry trends.
- Ability to work a flexible schedule, including weekends and holidays.
- Knowledge of surrounding areas and local events.
- Outstanding communication and organization skills.
- Must maintain a high level of professional appearance and demeanor.
- Must have a current driver's license with a satisfactory motor vehicle record and use of a vehicle, which is insured and maintained in good condition.
- Some travel may be required

**Minimum Previous Experience Required:** Minimum of three years of sales experience required; hospitality sales preferred.

**Minimum Education Required:** Bachelor's degree in Business or equivalent combination of education and experience.

**Communication Skills Required:** Must have excelling verbal, comprehension, listening and problem-solving skills.

Please submit your resume to [pam@copperkinghotel.com](mailto:pam@copperkinghotel.com) or apply in person at **4655 Harrison Avenue | Butte, MT 59701**.