**Assistant Director of Sales & Marketing 市场营销副总监**

**Job Description 职位描述**

**A. POSITION IDENTIFICATION 职位识别**

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| --- | --- | --- | --- |
| **Job Title:**  **职位** | Assistant Director of Sales & Marketing  市场营销副总监 | | |
| **Job Grade:**  **级别** | 4  4 | **No of Staff supervised directly:**  **直接管理下属** | **3**  **3** |
| **Department:**  **部门** | Sales & Marketing  市场销售部 | **No of staff supervised indirectly:**  **非直接管理下属** | 6  6 |
| **Job Purpose:**  **工作目的** | Ensures the efficient and effective management of the sales team towards the attainment of the overall goals and objectives. Develops, motivates and effectively supports the sales, marketing and reservations teams. 以高效的销售团队的管理确保实现团队的总体目标，发展。并有效支持销售及预订团队的 | | |

**B. REPORTING RELATIONSHIP 汇报关系**

General Manager

总经理

Assistant Director, Sales & Marketing

市场销售副总监

Digital Marketing Manager

数字营销经理

Director of Sales

销售总监

Marketing communication Manager

市场传媒总监

**C. KEY RESULT AREAS关键领域**

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| 1. Ensures the efficient and effective management of the sales division towards the attainment of the overall company objectives and operational goals.   确保以高效及时的销售团队管理实现公司的整体目标和运营目标。   1. Develops strategies for forecasting and analyzing sales needs and developing effective product responses, delivery systems and methods of measuring and evaluating results.   开发新的销售战略用以预测及分析销售需求，开发有效地产品回馈信息，传达系统，及衡量牌价结果的新方法。   1. Plans, develops and executives marketing plans to provide direction and a specific plan of action.   有效计划，发展及执行市场计划，提供指导性和具体的行动计划   1. Develops new and/or improved products to improve the competitiveness and maximize profitability; promotes marketing awareness and clearly communicates the marketing objectives to support the achievement of plans and sales goals.   开发新的/或改进产品，提高竞争力和利润最大化，提升营销意识，明确的传达营销目标，有效支持实现销售计划和目标。   1. Plans, manages and evaluates the financial operations of the sales division to ensure cost effectiveness and optimum utilization of resources.   计划，管理及评估销售部门的财务报告，确保费用的有效支出及资源的优化利用。   1. Prepares and presents an annual profit plan/budget for approval.   编制及提交年度利润及预算计划，并获取批准。   1. Monitors and controls expenditure, identifies significant deviation(s) and determines the reason(s) for such deviation(s). Authorizes variances or takes corrective measures to stay within the allocations and ensures that results produced continue to justify expenditure.   监督及控制费用的支出，核实最大数值的偏差及原因。在费用分担方面采取纠正的措施及批准差异维护数据结果有效及费用支出的调整、   1. Develops, implements and evaluates short-term tactics and long-range sales plans and programmers focused on customer needs and expectations.   以客户的需求及预期制定执行及评估短期计划和长期销售计划及销售方案。   1. Identifies and researches practical and academic trends as they related to the hospitality/service industry. Forecasts impact on previously established company needs, current policies and programe /product design.   识别和研究与酒店服务业相关的实用性及学术性的发展方向，预测对目前公司需求，及相关流程及项目产品规划的影响力，   1. Identifies the needs for timely adjustment of marketing plans and priorities to meet the changing economic and competitive conditions.   认准实时调整销售目标的需求，提前做好应对不断变化的经济及竞争局势。   1. Directs the development of effective public relations, advertising and promotional campaigns utilizing a variety of media resources to support the organization in reaching its stated objectives; develops systems to measure and evaluate the effectiveness of media campaigns, the utilization, acceptance and consumer popularity of new/improved product lines and the net effect on the property’s position in terms of increasing competitive advantage.   指导和发展有效的公共关系，利用广告和媒体资源的各种宣传活动支持既定目标，开发系统以衡量媒体活动，利用率，接受度和新产品的客户满意度和关于增加竞争优势的净影响力。   1. Provides direction, leadership and support to division associates; plans, supervises and evaluates their work; develops, communicates and enforces policies, priorities, procedures and administrative standards; provides training and creates opportunities for growth and development; defines job authorities, assigns accounts and market segment responsibilities; sets individual goals and establishes standards of performance; approves all personnel action (including promotions, demotions, discipline and involuntary terminations).   指导，领导和支持部门员工，规划，监督和评价部门员工的工作，发展及沟通确保政策执行，优先事项，程序及管理标准，为部门员工提供及创造培训和职业成长发展的机会，明确岗位责权，分配市场份额，设置个人工作目标和绩效标准，批准部门员工的行动计划（包括晋升，降职，违纪处分和非自愿离职）   1. Maintains an efficient administration by preparing and submitting to the Chief Executive Officer regular reports on time.   通过按时向行政办公室提供常规报告有效维护部门的管理   1. Observe the Labor Law.   遵守劳动法有关规定。 |

1. **GENERAL概述**

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| 1. Performs any additional duties as directed by the DOSM of HQ.   根据总部市场销售总监的指令完成其它额外职责。   1. Contributes to the morale and team spirit of the company by building and maintaining supportive and effective relationships with colleagues and associates, instilling confidence and demonstrating “chemistry” with key constituents.   通过建立及维护与同事的和睦关系，灌输自信的工作态度提高团队的士气及团队的合作精神。   1. Is responsible for planning, directing and evaluating all sales and marketing activities including direct sales, catering sales, room sales, food & beverage sales, reservations and for managing, in concert with corporate level staff, public relations and advertising efforts to maximize profit potential and enhance the property image. Products developed and services provided are instrumental in promoting and maintaining a true competitive advantage in the marketplace.   负责规划，指导和评估所有销售和市场营销活动，包括直接销售，餐饮销售，客房销售，预定管理，协同公司工作人员，公共关系和广告效应最大化的提升潜在利润和品牌形象，开发产品和提供新服务，促进和维护在市场中的竞争优势。   1. Ensures that all marketing, sales, advertising, reservations and public relations efforts will provide both optimum profit returns and increased sales; to keep management aware of the overall marketing program so that all property activities will be integrated; to promote leadership to all associates; to ensure that all marketing goals are met and maintained.   确保搜有的营销，销售，广告，预定和公共关系方面的努力能提供利润的最佳回报，和提高销售业绩。确保管理过程中随时保持让整体的销售计划与活动工作的开展保持一致，确保所有的销售目标得以实现和维护。   1. Acts within the company policies with complete authority to delegate responsibilities within the marketing division.   确保部门的行动开展遵从公司政策及被授予的明确职权范围之内。   1. Attends regular departmental meetings.   组织参加常规部门会议   1. Maintains the highest level of professionalism and integrity at all times, whether in appearance or in dealing with others.   坚持在任何时候都以最专业和正直的态度处理业务和与客人交流。   1. Performs other related tasks that may be assigned by Chief Executive Officer.   执行其他由行政办公室指派的任务和工作   1. Ensures that all activities within the sales and marketing division are carried out honestly, ethically and always within the parameters of the local laws and regulations.   确保销售部所有工作活动的开展都在诚实守法的前提下进行。   1. If fully conversant with all health and safety, fire and emergency standards and procedures.   熟知所有的健康安全，消防和紧急事件的处理程序及标准 |

1. **PERFORMANCE EVALUATION CRITERIA绩效评估标准**

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| 1. Team spirit and morale of hotel associates.   团队合作及酒店员工的士气   1. Effective and productive utilization of resources and achievement of company goals and objectives.   有效利用资源，实现公司的运营目标   1. Accurate and timely administration of all functions.   实现管理全方位的准确及时   1. Quality standard of associates’ communication programmers.   标准的与员工交流的项目   1. Departmental expenditure maintained within budget.   在预算范围内有效维护部门费用支出 |

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**B. PERSONAL SPECIFICATION 个人要求**

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| **Job Knowledge**  **工作知识** | 1. Years of related experience  工作年限 | | Min. 3 Years  至少三年以上的相关工作经验 |
|  | 2.Education/qualifications  教育/资格 | | Min. college  至少大专以上 |
| **Essential Job Skills**  **必要工作技能** | 1. Excellent command of the English Language   出色的英文能力   1. Ability to express effective written and verbal communication   具备良好的英文听说读写能力   1. Strong leadership and organizational skills   优秀的领导组织能力   1. Strong administrative skills, along with excellent communication and negotiation skills   与出色的沟通协商技巧相结合的优秀的行政执行能力。   1. Ability to supervise and strongly motivate sales professionals is a must   具备知道监督及推动销售专业性的能力是必须的   1. Ability to develop effective motivational strategies   能够制定有效地激励策略   1. Resilience and assertiveness   适应性和果断抉择性   1. Coaching and counselling skills   具备对员工的指导辅导技能   1. Marked pro-activeness   主动性   1. Patience   耐心   1. Diplomacy, able to build up close and respected relationships with the management team   交际能力，能够与管理团队建立良好的合作关系   1. Hard working, able to work in a very fast paced working environment and to complete and enroll projects on his/her own   努力工作，能够在快节奏的工作环境中完成好所有的工作职责   1. Open minded with good understanding of large, multi-cultural organizational structures   在多文化交织的组织机构中，保持良好的沟通的能力和开朗的态度   1. Computer literate   良好的计算机使用水平   1. Good health, mature and pleasant personality and neat appearance   具备健康的身体素质和心理素质，平易近人的性格和整洁的外在形象 | | |
| **Desirable Job Skills**  **理想工作技能** | 1. Understanding of finance and competitor analysis   能够理解财务报告和竞争对手相关的财务资料分析   1. Thorough knowledge of hospitality/service industry operations   全面了解酒店服务业的运作   1. Proven track record in an organization of similar standards and in a similar capacity preferably in the Middle East/Asia Pacific region   具备已被认证在中东或亚太地区，同等标准酒店业工作经验 | | |
| **Physical Requirements**  **身体健康状况** | 1. In possession of all faculties   心智健全   1. Pleasant physical appearance   形象佳   1. Strong stamina   坚强的毅力 | | |
| **Level of Independence**  **独立程度** | •Required to make decisions within the parameters of the marketing plan that will affect the profitability of the company  能迅速做出影响公司盈利的市场营销计划，  •Must be able to work independently with no supervision  独立工作，无需监督。 | | |
| **Level of Thinking**  **思考能力** | Type of Thinking思考类型 | Difficult 困难   * Will face and be required to handle situations that call for use of best judgement, modification of methods or techniques   在面临困难时能采取最佳判断，修正方法，和相应的专业方法来处理   * Required to provide effective solutions to challenging situations   在面临挑战时能采取最佳办法积极应对 | |
| **Communication/**  **Interpersonal skills**  **沟通/人际交往能力** | 1. Skill level   能力水平 | Excellent interpersonal skills required. Interacts mainly with colleagues  优秀的人际交往能力，与同事间保持良好关系。 | |
|  | 1. Language Skills   语言能力 | English. Good command.  2nd Language. Proficient.  英文熟练，如能第二外语更佳 | |

**C. CONFIRMATION OF EMPLOYMENT REQUIREMENTS 聘用要求及确认标准**

1. Proficiency in the role at required level工作能力达到岗位要求
2. Conversant with relevant emergency procedures熟悉相关应急程序
3. Knowledge of relevant rules & regulations了解相关规章制度
4. Knowledge of the company, hotel, and its environment了解公司、酒店及工作环境
5. Knowledge of relevant safety & security procedures了解相关安全及安保程序
6. Knowledge of relevant guest interaction procedures了解相关客人沟通程序
7. Knowledge of guest satisfaction standards. 了解客人满意标准
8. English language requirements met or exceeded达到或超过英语能力要求