



Head of Sales & Marketing

REPORTS TO: General Manager

POSITION SUMMARY:

Manage Sales, Reservation and Marketing activities and strategies to ensure maximum revenue and brand awareness for the hotel and associated F&B and spa outlets, while maintaining customer satisfaction. Lead and manage all day-to-day activities related to the Sales and Marketing functions with a focus on building long-term, value-based customer relationships to achieve objectives.

KEY RESPONSIBILITIES

- In collaboration with the General Manager, create and manage an effective annual Sales and Marketing Plan
- Understand the competitive marketplace and implement sales approaches to ensure the hotel stays competitive in the local market
- Builds and strengthens relationships with existing and new customers to strengthen and expand customer base for sales opportunities.
- Seek out new opportunities and markets to target to increase revenue.
- Participates in sales calls to acquire new business and/or close on business.
- Proactively evaluate new and incremental business opportunities/promotions to maximize revenue for the hotel.
- Conduct site inspections with potential customers
- Negotiate contracts with customers and commission agreements with third party agencies
- Oversee and ensure rates are up-to-date, promotions on hotel website, OTA's (Online travel agents), GDS etc.
- Provide expertise about hotel seasonality, forthcoming events, local attractions and competitors' activity, as well as about tech and digital trends in the travel and hospitality sectors
- Manage and train the Sales & Marketing team and provide positive leadership
- Act as Brand ambassador internally and externally
- Manage PR agency and Marketing partners as necessary
- Suggest and organize events for Treeline to increase awareness and sales
- Define and monitor all digital campaigns (SEO, search, metasearch, OTAs, display, social networks,...) with a focus on conversion in order to generate quality traffic and increase direct digital bookings



QUALIFICATIONS

- 3+ years of experience in a hotel sales manager role where revenue goals were met or exceeded
- Degree in Business Administration, Marketing or Hospitality Management
- Advanced knowledge of the travel industry, current market trends and economic factors
- Proven track record of executing marketing campaigns that yield positive results
- Outstanding customer service skills and ability to attend to guests and associates in an attentive, friendly, courteous and service oriented manner
- Proactive go getter with strong ambition and drive to achieve results
- Excellent verbal and written English communications skills
- Strong work ethic and dedication to successful results
- Advanced proficiency in the use of Social Media, Sales, Point of Sales, Property Management Systems

About Treeline Urban Resort

Treeline Urban Resort, the gateway to new travel experiences in Cambodia

Treeline Urban Resort is a privately-owned, 48-room luxury Art & Design hotel on Siem Reap's Riverside in Cambodia. Founded, designed and built by local architect Hok Kang, the Resort offers a one-of-a-kind home for guests travelling to Angkor Wat, UNESCO World Heritage site and one of the oldest expressions of Cambodian creativity.

Masterfully crafted with leading Cambodian artists, Treeline's curated experience includes dedicated spaces for a growing private collection of contemporary art. We have over fifty pieces of original Cambodian artwork from acclaimed artists such as Sopheap Pich and emerging artists like Sothea Thang and Nov Cheanick.

Treeline's clean, functional style is combined with living artworks to reflect our deep-rooted veneration of nature, mindful attention to the smallest detail.

Curious to find out more? Visit us at www.treelinehotels.com.