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<u>Title:</u> 职位名称:	Director of Sales and Marketing 市场营销总监
<u>Department:</u> 部门	Sales and Marketing 市场营销部
<u>Hierarchy:</u> 级别	Reporting to the Executive Assistant Manager 向行政副总经理汇报
<u>Direct Subordinates:</u> 直接下属	Director of Sales, Revenue Manager, (Senior) Sales Managers Executives, Sales Coordinator, PR Manager & Graphic Designer 销售总监、收益经理、（高级）销售经理/主管、销售协调员、公共关系经理、美工
<u>Indirect Subordinates:</u> 间接下属	Accounts Receivable Clerk 应收账款文员
<u>Category:</u> 类别:	L 2 2级

Scope/职责范围:


- Oversee and direct all aspects of the hotel's sales and marketing operation including Sales, C&E sales, sales solicitation, sales administration, reservations and accounts receivable
对酒店市场营销的方方面面进行监督和指导，包括销售、C&E 销售、销售询价、销售管理、酒店预订和应收账款等。
- Define and apply policies aimed at obtaining the highest possible Revpar and yield for the hotel.
确立和应用相关政策，使得单房收益（Revpar）和酒店收益实现最大化。
- Keeps management advised of customer attitude and reaction towards hotel.
使管理层了解顾客对本酒店的态度和反应。

Responsibilities and Obligations/责任及义务:

1. Hotel Strategy and Budget Management

酒店战略和预算管理

- Fully contribute to the design of the hotel's business strategy on a yearly and daily basis.
全面参与公司年度业务战略及日常业务战略的设计工作。
- Develops the hotel annual Revenue Plan and the Sales and Marketing plan, and sets sales objectives.
制定本酒店年度收入计划和市场营销计划，并设定销售目标。
- Is concerned with the overall planning, organization, direction and coordination of the activities of the Sales Department to achieve the sales objectives set in the marketing plan.

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关心销售部的整体规划、组织、活动指导和协调事宜，以实现营销计划中设定的销售目标。

- Keeps up to date with economic and competitive conditions and recommends change in the Sales & Marketing plan to meet the new market climate.
掌握最新的经济及竞争形势，提出市场营销计划的变更建议，以适应最新的市场氛围。
- Actively participates in the key management issues in the property (e.g. planned refurbishment, training, customer service improvement campaigns)
踊跃参与财产关键管理问题的相关事务（如计划整修、培训、客服改进活动等）。
- Actively supports the EAM Rooms and EAM F&B by providing advice, support and training in the up selling and cross selling skills to Front Desk and F & B staff
积极协助 EAM 客房部和 EAM 餐饮部，支持前台和餐饮部员工，并向他们提出相关建议、提供升档销售和交叉销售方面的技能培训。
- Actively promote restaurant reservations and be responsible for the F&B revenue generation to meet the set budget
大力提升餐厅的预定,全面负责餐饮收入创收并达到预算指标。
- Support, and take responsibility for revenue initiatives in car park, laundry, telephone, in-room new/creative technology (movies, internet etc), business services
支持并负责泊车、洗熨、通信、室内新型/创新技术（电影、网络等）、业务服务项目的收益方案。

2. Budget and Fiscal

预算和财政

- Monthly review of expenses and if needed, adjusted
每月对相关费用进行一次审核。若有需要，还应加以调整。
- Review and approval of all expense accounts for S&M Team
负责市场营销团队所有支出账单的审核与批准工作。

3. Revenue


收益

- Analyze competitor's activities and pricing strategy. Analysis of fair market share with 5 major competitors on a monthly and YTD basis.
分析竞争公司的活动和定价战略。分析月度和年度5大主要竞争公司的公平市场份额。
- Sets the Sales Incentive Targets with the Heads of Departments in Sales and MICE.
与销售部和 MICE部的负责人共同设定销售激励目标

4. Rooms

客房

- Analyze trends of business by market segment, channel and Geographical Origin of Business – co-ordinate all activities to maintain and increase revenue through added business volume and increased rate.
按市场细分、渠道和业务的地理来源分析业务趋势——协调各项活动，以通过销售量的扩大和价格的提升保持和增加收益。
- Responsible through the Revenue Manager to maximize occupancy and average rate through good inventory and yield management control.

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通过收益经理以优质的客房和周密的收益管理控制在最大程度上提升客房占用率。

- Analyze performance of existing customers through the Sales Team reports.
通过销售团队的报告分析现有顾客消费的业绩。
- Schedule detailed action plans to support the Revenue Proposal for all sections of the business.
详细安排措施计划，以支持所有业务分区的收益方案。
- Identification of the capabilities of the hotel to serve the various types of business and programming of hotel sales efforts to solicit those sources the hotel is best qualified to serve profitably.
- 确认本酒店的服务能力以接待各类客户。安排本酒店销售人员招揽相关资源，促使本酒店跻身于最有能力实现高利润服务的酒店之列。
- Monitors production and profitability of sales packages.
监督生产和销售组合的盈利能力。

5. Conference & Events

会议和活动

- Responsible through DDOS MICE and Revenue Manager to establish strategy and procedure for:
通过 DDOS MICE 部和收益经理负责确立如下方面的战略和程序：
 - Inquiry handling
查询处理
 - Space control
客房控制
 - 8 hrs / 24 hrs response rate
8 小时/24 小时响应率
 - Occupancy statistics for all conference/banquet rooms
各会议室/宴会厅的占用率统计
 - Inquiry conversion statistics and improvement when needed
通过查询实现的客户转化的统计和改进方案（需要时）

6. Maintenance of Systems and Procedures – Quality Management


系统和程序的维护——质量管理

- Maximize the use of the systems and maintains accuracy of all reservations and other data
尽可能使用相关系统，并保持预订等数据的精确性。
- Ensure that all the rates are loaded by accurate completion of the database
确保准确完成数据库之前已将所有价格加载到数据库中
- Maintain up to date knowledge of uses / applications of Opera (including Account Management and Event Management), Yield system, and Internet website.
掌握 Opera（包括客户管理和活动管理）、收益系统和互联网网站的最新用途/应用。
- Undertake all reviews of standard & procedures as necessary
视需要对相关标准和程序进行各项审核。

7. Selling Strategy

销售战略

- Establish and cultivate sales contact with top personnel of major accounts.
与主要客户的最高管理人员建立和培养销售联系。


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- Attend travel and industry functions after approval of General Manager.
经总经理批准后，出席旅游集会和行业集会。
- Make sales trips to priority markets, after approval by the General Manager.
经总经理批准后，到主要市场进行销售出访。
- Solicit and serves group business, conventions, incentives, meetings, tours and special groups from: commercial accounts, associations, travel agents, tour operators, group operators, wholesalers, airlines, government tourist offices and any other source.
招揽和接待团体业务，集会、激励活动、会议、旅游和特殊群体，包括：商务客户、协会、旅行社、旅游经营商、团体服务经营商、批发商、航空公司、政府旅游局等资源。
- Fully introduce the use of yield planners, selling matrix / yield system, weekly availability, meetings, availability from systems
全面介绍收益策划机构的作用、销售矩阵/收益系统、客房预订情况、会议和系统可用信息。
- Define the sales procedures by organizing the various steps in dealing with inquiries for rooms and C & E Sales; establishment and control of same day 24 hrs response time commitment
确立销售程序，安排好处理客房查询和 C & E 销售的各个步骤。制定和管理当天 24 小时全天候响应的承诺。
- Issue and monitor clear targets for Reservations (REVPAR, conversion of enquiries, yield of available C&B space); sales (volume and rate by segment, and sales performance including number of sales calls, conversion of enquiries), REVPAC and REVPASU
- 发布并监控明确的预订目标（每间可销售房收入，通过查询实现的客户转化、可用 c & B 客房的收益）、销售目标（按市场细分划定的销售量和销售价以及包括销售拜访、咨询答疑等的销售业绩）、REVPAC和REVPASU等目标。
- Monitor the Sales Incentive Scheme and the Sales Team performance.
监督销售激励计划和销售团队业绩。
- Ensure that systems and procedures for selling and pricing are maintained fully.
确保对销售定价系统和程序进行全面维护。

8. Account Management

客户管理

- Procure new and repeat business by monitoring contact with commercial houses, meeting planners, travel agencies, wholesalers, private clubs, professional associations and airlines within local, domestic and key international markets.
开发新客户，并监督与当地、国内和主要国际市场中的商业公司、会议策划机构、旅行社、批发商、私人俱乐部、专业协会和航空公司的联系情况，以此维护老客户。
- Maintain contacts with key decision makers in all segments through sales calls, telephone contact and written communication.
通过销售拜访、电话联系和书面通信方式与各市场细分的主要决策人保持联系。
- Install and maintains updated mailing lists
设置和维护新的邮件地址清单。
- Monitor and improve sales account productivity
监督和提升销售客户的业绩。
- Monitor and improve the Reservations and MICE Department conversion of calls / leads.
监督和提高预订率以及 MICE 部通过电话实现的客户转化率。

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- Establishment of call targets, "entertainment" targets and weekly control
设定拜访目标、“娱乐”目标，每周控制一次。
- Coordination of strategy and servicing of accounts with sister hotels.
与兄弟酒店共同协调战略和客户服务计划。

9. Outbound Sales

外拨销售

- Ensure that the Sales Team promotes business for other XYZ Hotels.
确保销售团队提升国际酒店集团其它酒店的业务量。
- Manage the booking process
管理预订流程。

10. Team Management


团队管理

- Manages the manning strategy of the Sales and Marketing team with the relevant head of departments and review the needs on a quarterly basis and involves the General Manager when important changes are needed.
与相关部门主管共同管理市场营销团队的人员配备战略。每季度进行一次需求检查，有必要采取重大变更时，还需有总经理在场。
- Recommend relevant salary reviews
针对相关薪资审核情况提出建议。
- Ensure the support to the sales team with expertise and training on sales management techniques and procedures.
确保向销售团队提供销售管理方法和程序方面的专业知识与培训，以此支持他们。
- Agree and issue performance objectives for all teams and team members.
审批和发布所有团队和团队成员的绩效目标。
- Actively develop team members' skills and performance through coaching and training
通过指导和培训，积极开发团队成员的技能并提升他们的绩效。
- Conduct evaluations on all direct report
对所有直接报告进行评估。
- Maintains a close liaison with Food and Beverage and Front Office and secures their cooperation and commitment to meet the needs and expectations of groups, tours and individuals booked via the Sales Office.
与餐饮部和前厅部保持紧密联系，确保他们的合作顺利展开，并保证他们的承诺成功兑现，以满足通过营业部进行预订的团体、旅行社和个人的需求和预期。

11. Marketing

市场营销

- Establish advertising and promotions action plan and budget in collaboration with the Corporate Communication Officer.
与企划宣传专员共同确立广告宣传和促销计划并制定预算方案。
- Establish and implement the local and regional advertisement campaigns in collaboration with the Corporate Communication Officer.
与企划宣传专员共同制定和落实当地和地区的广告宣传活动。

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- Create and handle distribution of direct mail and promotional campaigns for the hotel in co-ordination with the Public Relations Manager.
与公关经理一同制定和实施直邮促销活动。
- Manage and review the effectiveness of all sales promotions
管理和审核各项销售促销的有效性。
- Design and gain agreement for the hotel's marketing plan
设计酒店的市场营销计划，并负责确保此类计划获批。
- Ensure that the hotel is well marketed on Internet and other distribution channels within agreed BHI standards.
确保不论在网络还是其它分销渠道本酒店均能够拥有巴伐利亚国际酒店集团约定标准所规定的良好运营状态。
- Conform to BHI brand standards and corporate identity
遵循巴伐利亚国际酒店集团品牌标准并保持企业标志不变。
- Ensure the hotel is presented as an active member of the local community through association membership.
确保本酒店以协会会员身份积极融入到当地社区中。
- Ensure promotional marketing activities through CRM.
通过客户关系管理（CRM）部确保促销活动的开展。
- Establishment of 3 month rolling marketing plan
制定3个月的连续营销计划。

12. Reports Management


报告管理

- Review the monthly rolling activity forecast (from the Sales & Marketing Plan) and co-ordinates the activities with the relevant person while controlling deadlines
审核每月的连续活动预测（包括市场营销计划），与相关人员共同协调活动，并对活动期限进行控制。
- Provide and collate information for all the forecasts meetings
提供并核对各预测会议的相关信息。
- Provide information and report to the GM the hotel's sales performance e.g. GOB statistics
向总经理提供酒店销售业绩的信息和报告，例如GOB统计。

13. Cash Management

现金管理

- Daily credit check and follow up
核对并跟进日常信贷。
- Supervise daily billings and filing
监督日常账单和档案。
- Review and approve airline contacts and long term billings
审核与批准航空公司联系人资料和长期账单。
- Monitor daily credit transmissions, reconciliation, charge backs and retrieval handling. Sign off daily on all credit card credits processed
监督日常信贷传导、对账、退款和检索处理。每天审核处理过的信贷卡贷款账单。

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- Review A/R ageing daily and ensure timely collection calls and account follow up to maintain ageing within acceptable limits
每天审核应收账款账龄，确保及时进行收款拜访和客户跟踪，从而将账龄控制在可接受范围内。
- Extend credit as agreed with Finance and ensure tall accounts stay within pre-set credit limits
根据与财务部的约定延展信贷有效期，确保高额账款保持在预设信贷范围内。
- Create and updates GUEST CREDIT POLICY
制定和更新客人信贷政策。
- Create and updates annually – GROUP/EVENT CREDIT POLICY AND PROCEDURES. Enforces credit policy daily and ensure all sales and convention staff fully trained.
制定团体/活动信贷政策和程序，并每年更新一次。每日均实施信贷政策，并确保销售人员和会议人员经过全面培训。
- Review and approves credit applications and establishes accounts for clients
审核与批准信贷申请书，并为客户开立账户。
- Review all upcoming event groups to ensure proper credit established
审核未来活动团体，以确保提供合理信贷。
- Review and approves G & T billing / credit.
审核与批准 G & T 账单/信贷。
- Make collection calls, receives and applies payments for Group / Events accounts
进行收款拜访、收款，并向团体/活动客户提出付款申请书。
- Review Group / Event / A/R ageing monthly with Finance and prepares follow up
与财务部共同审核团体/活动/应收账款账龄，每月一次，并跟进。


14. Cost Control

成本控制

- Monthly review of expenses and if needed, adjusted
每月对相关费用进行一次审核。若有需要，还应加以调整。
- Review and approval of all expense accounts for S&M Team
负责市场营销团队所有支出账单的审核与批准工作。

Security, Safety and Health/保障，安全及健康

- Maintains high confidentiality in regards to guest privacy.
关于客人隐私，要保持高机密性。
- Reports any suspicious behaviour of guests and staff to the General Manager and Security.
如遇客人或员工有任何可疑行为，及时向总经理及安保部门反映。
- Notifies housekeeper regarding lost and found objects.
遇到任何遗失物品，及时告知客房部。
- Ensures that all potential and real hazards are reported appropriately immediately.
适时及时的报告任何潜在或真实的危险。
- Fully understands the hotel's fire, emergency, and bomb procedures.
熟知酒店火灾，紧急情况以及爆炸疏散预案。
- Follows emergency procedures to provide for the security and safety of guests and employees.
遵守所有紧急疏散预案，以保证客人及员工安全。
- Works in a safe manner that does not harm or injure self or others.

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以文明安全的方式工作，避免伤及自身及它人。

- Anticipates possible and probable hazards and conditions and notifies the Manager.
预见可能的危险或情况，并及时告知管理人员。
- Maintains the highest standards of personal hygiene, dress, uniform, appearance, body language and conduct.
保持最佳个人卫生，着装，仪容仪表，肢体语言及行为。

Executive Duties / 行政职责:

- To assume the functions and responsibilities of Duty Manager in accordance with the Hotel's Duty Manager's Roster.
根据酒店值班经理轮值表，承担值班经理职能及职责。

Competencies / 能力要求:

- Director of Sales for minimum 2 years.
2年以上销售总监的工作经验。
- Experience of 1 year minimum each in Sales or Reservations on the Corporate, Leisure, MICE Segments minimum
1年以上企业部、康乐部、MICE 部的销售或预订工作经验。
- English + Another language
掌握英语和其它语言
- Team Management Experience
团队管理经验
- Local Experience is a plus
有当地工作经验者优先。

Interrelation / 相互联系:

Corporate Communication Officer, International Sales Offices, key accounts in all segments, local institutions and key associations, press, suppliers
企划宣传专员、国际销售办公室、各市场细分的关键客户、当地机构和主要协会、新闻媒体、供应商


Work Conditions / 工作条件:

Regular hours with extra times occasionally.
正常工作时间与偶尔的加班时间。

Date : _____
日期

Reviewed By : _____
审核人

Approved By : _____
审批人

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I _____ understand and agree to the above Job Description and that as a policy of XYZ Hotels & Resorts, it is the responsibility of all Employees, to be both willing to teach, in order to help colleagues reach their full potential and willing and accepting to learn, in order to progress and improve personal abilities, resulting in maximum guest satisfaction.

本人_____已了解并认可以上岗位职责，并知晓此岗位职责将作为海拉尔百府悦酒店的政策方针。乐于教授及乐于并接受学习是所有员工的职责。教授将帮助我们的同事发挥他们自身最大的潜能；乐于并接受学习将发展并提升个人技能。两者的最终目标是谋求最大的客人满意度。

Employee Signature
员工签字

Date
日期