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<b><u>Title:</u></b> 职位名称	<b>Sales Executive - Leisure</b> 康乐营销主管
<b><u>Department:</u></b> 部门	<b>Sales and Marketing</b> 市场营销部
<b><u>Hierarchy:</u></b> 级别	<b>Reporting to Sales Manager Leisure</b> 向康乐销售经理汇报
<b><u>Direct Subordinates:</u></b> 直接下属	<b>N/A</b> 不适用
<b><u>Indirect Subordinates:</u></b> 间接下属	<b>N/A</b> 不适用
<b><u>Category/Level:</u></b> 类别/级别	<b>L5</b> 5级

### **Scope/职责范围:**


- The Sales Executive – Leisure is in charge of developing, converting and maintaining potential accounts within a specific territory to be defined by the Management.  
康乐营销主管负责开发、转化和维持管理层规定的特定地区内的潜在客户。
- Through this portfolio, the Sales Executive's role is to participate to the objective of reaching the hotel's revenue budget by using sales tools and techniques, maximising the accounts potential for revenue and also marketing activities, and up-selling.  
通过该组合，销售主管参与实现酒店的收入预算目标：使用销售工具和技巧、最大程度开发可获利的潜在客户并开展营销活动、采用升档销售形式。
- The Sales Executive has a role of informing the Management about markets behaviours, image of hotel in the market, the potential obstacles or competition threats.  
销售主管负责向管理层汇报其部门市场营销行为、市场中酒店形象和潜在障碍或竞争威胁。
- The Sales Executive has a role of supporting the activities of the Sales Manager delegated to him/her.  
销售主管负责支持销售经理授权与其的营销活动。

### **Responsibilities and Obligations/职责和义务:**

#### **Hotel Strategy and Budget**

##### **酒店战略和预算管理**

- Follow the strategy on the Leisure Segment and find creative ways to link up with key partners.  
遵循酒店康乐部营销策略并以灵活创新的方式与重要合作伙伴联系合作。
- Inform the management through regular inputs on the market trends, needs and opportunities.  
通过市场趋向、市场需求和市场机会的常规输入项向管理层汇报。
- Organise the activities in order to reach the targets set by the management.  
组织营销活动，以期实现管理层设定的目标。
- Sell all aspects of the hotel generating revenue (Rooms, F&B ...)  
销售酒店所有创收项目（客房、餐饮等）

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- Is in close contact with Reservations and Revenue Manager for the optimisation of the allocations on the specific territory.  
与预订及收益部经理紧密联系合作，以期达到酒店康乐的最佳分配。

## Account Management

### 客户管理

- In coordination with the Sales Manager – Leisure, organise the contracting with the DMCs having an impact on the source markets targeted and the Tour Operators according to their respective deadlines and market specifications to ensure that the Hotel will be included in their brochures and promotion programmes.  
与康乐销售经理一道，根据其各自的截止日期和市场营销领域，组织与DMCs和旅游运营商联系合作并确保酒店能纳入其宣传手册和广告宣传项目中。
- Keeps informed about the production in the city of all key accounts in order to re-estimate the allocation base and action plan on the source market.  
及时熟知重要客户所在的城市，以期重新评估分配基准和源市场的措施方案。
- Manage Business Accounts with professionalism and persistence with the aim to fill the hotel as per the Sales and Marketing Plan, the revenue strategy and the objectives set.  
专业、持久地管理商业客户，以期根据市场销售计划，实现本酒店设定的营销收入策略和目标。
- Ensure that all aspects of the potential of the account and all contacts have been screened and reported. Conversations and decisions with clients met each day must be duly registered.  
确保潜在客户的所有方面和所有联系合作经过筛选和汇报。每天与顾客的交谈和协商决定须记录在册。
- Ensure that the territory and segments are efficiently covered through organised blitz, telemarketing, sales calls, site inspections, trade shows, workshops, entertainment, association or network groups' memberships, reservations trainings.  
通过组织大促销、电话营销、电话销售、现场检查、贸易展览、培训课程、娱乐活动、协会活动或网络组织会员活动以及预定培训，确保实现地区和部门能有效的全面合作。
- Ensure that the database is clean and up-to-date at any time.  
确保数据库清理并时时更新。
- Ensure that the guests is satisfied with the Sales, Reservations and others by keeping informed on the process of the booking, and getting involved when needed.  
通过及时知悉订房程序并当有需要时亲自参与其中，确保客人对销售和预定或其他要求感到满意。
- Respect and achieve the minimum number of sales calls required by the management.  
遵从并达到管理层要求的最低电话销售数量。
- Respect and achieve the minimum number of entertainment lunches or dinners required by the management.  
遵从并达到管理层要求的最低的娱乐午餐或晚餐数量。
- Respect and achieve the minimum number of site inspections required by the Management.  
遵从并达到管理层要求的最低的现场检查数量。
- Communicate leads to the relevant sister-hotels, colleagues or departments within the same day.  
通过联系交流使相关兄弟酒店、同事或部门能在同一天共同行动。

## Marketing

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## 市场营销

- Follow up the marketing activities agreed on a 90 days rolling plan.  
遵从约定的 90 天的连续计划的市场营销活动。
- Identify opportunities within the market and territory and informs the management.  
辨别市场和地区中的机会并向管理层汇报。
- Organise mailings when required on the respective territory.  
当相关地区有需要时，组织寄件服务。
- Recommend internet presence on specific website.  
在特定网站上进行网络推广。
- Ensure that the XYZ brand standards, corporate identity and product information are respected at all times.  
确保国际酒店集团品牌的标准、企业形象和产品信息随时可受到关注。

## Attitude and Communication toward the Client

### 对待顾客的态度和交流方式。

- Represent the hotel in the market and represent the strategy of the hotel in any communication with a client.  
在市场中代表酒店，与顾客的任何交流中代表酒店的经营策略立场。
- Be correct and respectful with the clients.  
正确、尊重地对待顾客。
- Respect the decisions and deadlines given to a client, even if another department is involved (this means that the department must be informed about the decision and deadlines and traced accordingly).  
即便其他部门加入（这意味着也需向该部门汇报顾客的决定和其给出的期限，并能作出相应的跟进），也要遵从顾客的决定及给出的期限。
- Do not over-promise but make sure a 'Yes' is a realistic 'Yes' while manage to explain the reasons of possible negative answers.  
不要过多地承诺，而要作出可实现的“好的”回答，并能向顾客解释可能无法实现之回答的原因。
- Ensure that all KEY accounts are introduced to the key Head of Department and DOSM and create multi-level contacts.  
确保所有重要客户已介绍给部门主要主管以及市场营销总监，并建立起多层次的联系人。


## Attitude and Communication toward internal colleagues and departments

### 对待内部同事和部门的态度和交流方式

- Ensure that the communication flow is maximised between colleagues from other departments in order to achieve the guest satisfaction on time by taking care of the time frame needed by the colleagues / departments to deliver required actions.  
确保不同部门同事间交流面的最大化，在考虑到各同事/部门作出相应行动所需时间的基础上，以及时实现客人的需求并使其满意。
- Follow up on the Leads.  
服从领导安排。

## Keeping up the standards

### 遵从标准

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- Read all policies and procedures for the Hotel and the Sales Department and get confidence about their understanding and ensure you apply them accordingly.  
阅读酒店和销售部的所有政策和程序并确保员工清楚了解政策、程序并按其执行。
- Responsible for the quality of the correspondence and any written or verbal communication internally and externally.  
负责酒店内外部的信件、书面或口头交流的质量。

## People

### 员工

- Participate to the pleasant atmosphere in the Sales Department.  
参与制造销售部门的积极工作气氛。
- At any time and under any circumstances, respects the colleagues and superiors and chooses the right communication tools and manners in case of potential conflict arising.  
在任何时间、任何情况下，尊重同事和上级，并在可能发生矛盾时采取正确的交流工具和方式。
- Be helpful with colleagues and superiors.  
在工作上，协助同事和上级。
- Communicate pleasantly and professionally with other departments.  
以友好和专业的方式与其他部门交流。

## Reporting


### 汇报

- Attend the daily meetings set by the Head of the department.  
参加由部门主管召开的例会。
- Attend the weekly Sales and Marketing Department meetings.  
参加市场营销部的周例会。
- Provide the Management with Sales Statistics performance reports as per department standards in due time  
向管理层提供该部门一时段的销售统计业绩报告。
- Deliver reports to the Management when required within the deadlines.  
需要在期限内向管理层递交报告。
- Participate to the Monthly Report production.  
参与编制月度报告。
- Keep up-to-date with the PMS available reports.  
密切关注酒店管理系统相关报告。
- Ensure that all accounts are entered in the Front Office System for tracking of the results.  
确保所有账目输入前厅部系统以跟进结果。

## Credit Management

### 信贷管理

- Ensure that important accounts are credit-approved.  
确保重要客户的信贷获得批准。
- Extend credit as agreed with Finance and ensure accounts stay within pre-set credit limits.  
在获得财务部许可下可延展信用期限，并确保账目在预设的信用限额范围内。
- Initiate Credit Application for potential accounts and assist the credit process with necessary documents to ensure the liability of the companies.

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为潜在的客户进行信贷申请，并在信贷申请流程中协助提供相关文件，以确保申请公司的责任。

- Assist the Credit department in reducing the payment collection lead time.  
协助信贷部减少其回款准备时间。

### **Department budget personal responsibility**

#### **部门预算的个人职责**

- Be careful, honest and discerning about any spending made on the hotel budget (expenses, telephone calls, brochure distributions, give-aways distribution, entertainments ...)  
应认真、诚实和敏锐地统计酒店的预算的任一花费（费用、电话费、发传单、赠品派送、娱乐等）。

### **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，保持高度机密性。
- 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.  
适时及时地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.  
遵循应急程序以确保客人和员工的安全。
- Works in a safe manner that does not harm or injure self or others.  
以文明安全的方式工作，避免伤及自身及他人。
- Anticipates possible and probable hazards and conditions and notifies the Manager.  
预见可能的危险和情况，并及时告知经理。
- Maintains the highest standards of personal hygiene, dress, uniform, appearance, body language and conduct.  
保持最佳的个人卫生，着装，仪容仪表，肢体语言及行为。

### **Competencies/能力要求:**

- Sales executive in a 4-5\* hotel for a minimum of 1 year.  
至少 1 年 4-5 星级酒店销售经理经验。
- English + German and Russian would be a plus.  
英语 + 德语，会俄语更佳。
- Organisation and communication skills.  
组织和沟通技能

### **Interrelations/相互联系:**

- Contact with all members of the Sales and Marketing Department, Credit department, Rooms Division, F&B Division.

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与市场营销部、信贷部、客房部和餐饮部的所有成员合作联系。

**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

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