



CORINTHIA

PALACE HOTEL & SPA
MALTA

ASSISTANT DIRECTOR OF SALES – MICE & LEISURE

An excellent opportunity exists for a committed, mature and ambitious professional to join the Corinthia Palace Hotel & Spa Team.

The Assistant Sales Director is responsible for growing MICE and Leisure Group business and building, maintaining relationships with the several Corinthia RSOs and industry DMCs.

Job Responsibilities:

- Responsible to develop / create sales plans for the segments designated to candidate
- To be familiar with the products / services that Corinthia Palace has to offer together with the 'Unique Selling Points' of the property.
- Continuously be updated with competitor offers and market condition.
- Identify new and potential markets
- Developing and maintaining a seasonality calendar based on the segment being managed
- Responsible for compiling and presenting reports on the MICE / Groups market segments Coordinate together with the Marketing team any required marketing collateral required to promote the segment.
- Co-ordination of the hotel's sales activities with the aim of optimizing room rate & occupancy as well as F & B sales and other revenues.
- Implements sales promotion actions in-house, locally, regionally and supra-regionally.
- Represents the hotel at national and international specialist trade fairs and workshops
- To develop & maintain excellent working relationships with RSOs and other sales functions.



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- Drive and coordinate sales activity to develop new and maintain existing accounts within the local and international markets.
- Responsible for key accounts based both locally and internationally.
- To represent the Hotel at local and international business travel, events, exhibitions and external meetings either as part of CHI or hotel.
- To project a positive and professional image with both clients and colleagues alike to promote the goodwill of the hotel and CHI Hotels and Resorts.
- To ensure sales presentations are conducted in a professional manner and reflect the image of the group and hotel for the market segment to which it is directed.
- To maximise market share and increase revenue in line with the hotel pricing and revenue strategy.

Skills & Knowledge:

- Minimum 3-year experience, preferably in a similar hospitality
- Strong selling / negotiations skills
- Ideally a degree in business management, hotel management, marketing or equivalent
- Good command of English is required
- Good grooming, image and professional personal style that reflects the CHI and hotel brand image is critical

To be considered for above role please click 'apply' to be directed to our website to complete the online questionnaire.