

## Director of Sales & Marketing

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Company: Six Senses London - The Whiteley

Location: United Kingdom

Category: other-general

### Scope of Work

: As Director of Sales & Marketing, I will fully comprehend the vision of Six Senses to help people reconnect with themselves, others and the world around them and our values of local sensitivity and global sensibility, crafted experiences, emotional hospitality, responsible and caring, fun and quirky and pioneering wellness. Sustainability, Wellness and Out of the Ordinary experiences are at the core of everything we do at Six Senses. I will safeguard these pillars and its strategic planning and development and ensure all directives, practices and initiatives are implemented, embraced, adopted within the hotel/resort.

I will assume full responsibility for the efficient operation of the Sales & Marketing department to provide exceptional products and services within brand operating standards. My key role is to drive the right business at the right price to ensure the resort achieves budgeted occupancy, rate and revenue.

Write and implement the marketing plan, contracting, setting sales targets by segment and by client and prospect, undertaking advertising, sales, promotions and publicity initiatives, working with the revenue manager for setting rates, and directing the Sales & Marketing team.

Continually focus on revenue generation and profile building for our resort and spa and for Six Senses.

Constantly assess marketing strategies and tactics to remain relevant and effective.

Establish and deliver pre-established financial returns related to revenue generation, profitability and ROIC.

Operate the property consistent with all legal, statutory and financial requirements and documentation, reporting systems, contractual obligations, security and safety protocols, communications, product and service standards, host management practices and budgetary controls are implemented, reviewed and maintained to ensure the successful operation of the hotel. **Qualification** : Possess a minimum of a Bachelor's degree in Hospitality, Marketing, or related field and five years total experience in hospitality or hotels sales and marketing setting, with direct supervisory experience over a sales team, or an equivalent combination of education and experience. More than five years' experience in a senior sales and marketing role, preferred.

Strong experience of the London hotel market.**Accommodation Provided** : No **Benefit** :Six Senses benefits

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