

Job Description:
Associate Director of Sales – Latin America



Classification:	Salary Exempt
Position type:	Management
Hours/Travel:	Core hours as set by the office/travel as needed
Reports to:	Director, Corporate and Travel Industry Sales – The Americas
Location:	Florida (Miami), Texas or SE United States
Date:	August 2017

SUMMARY:

- Sell the Mandarin Oriental Hotel Group (MOHG) hotels and services to Corporate, Travel Industry and Group segments within Latin America and Corporate and Travel Industry segments within the Southeastern USA.
- Support strategic business objectives for revenue generation, sales volume and account penetration within the assigned territory and region.
- Continuous prospecting, qualification and development of accounts within the assigned territory and region.
- Responsible for the execution of a well-defined sales plan and strategy ensuring maximum MOHG exposure and room night/revenue production for all hotels.
- Meet or exceed annual goals/targets of the position.

ESSENTIAL FUNCTIONS:

- Develop and implement well-defined and targeted key account strategies, individual business plans and new business development plans in line with established MOHG marketing plans, objectives and targets.
- Establish and maintain active working relationships with qualified accounts from all market segments; Corporate, Travel Industry and Group (Latin America) and Corporate and Travel Industry (Southeastern USA).
- Provide strategic direction and support to regional General Sales Agents (GSA's) in Mexico and Brazil with the implementation of annual sales, marketing and public relations efforts.
- Develop and manage strategic sales plans and budgets for GSA's.
- Participate in and assist with the coordination of GM/DOSM sales visits.
- Organise and execute annual MOHG sales missions and client events.
- Coordinate and attend relevant industry events and trade shows.
- Initiate and escort targeted client familiarization trips.
- Ensure all key accounts are kept fully up-to-date on the MOHG brand and product by way of telephone sales, direct mail, product presentations, trade shows and associated promotions.
- Maintain good working relationships within all MOHG hotels and Corporate Offices, ensuring prompt, informative replies to enquiries, quality lead generation and thorough written updates on qualified accounts.
- Assist in the development and execution of sales programs with travel partners and clients aimed at increasing market awareness and revenue targets.
- Collaborate on and facilitate electronic direct mail campaigns for specific hotels when needed.
- Prepare sales proposals, presentations, agreements and related materials to support the sales process within the framework of established MOHG guidelines.
- Solicit travel distribution network(s) that support primary Corporate and Travel Industry accounts

Job Description:
Associate Director of Sales – Latin America



and maintain effective lines of communication with these resources to enhance awareness and usage of MOHG hotels.

- Communicate account updates, industry trends and sales strategies on a regular basis with internal counterparts and stakeholders during recurring monthly industry segment conference calls.
- Keep track of and report on industry market trends, competitor activities and client engagement.
- Assist in Public Relations activities when appropriate.

Administration:

- Submit monthly sales reports and marketing activities.
- Conduct a monthly review and update of sales action plans.
- Participate in sales meetings as and when required.
- Complete all correspondence to clients and internal MOHG stakeholders in a professional and timely fashion.
- Ensure that administration falls within corporate identity guidelines.
- Follow budget guidelines and report on deviations or variances.

Automation and Related Activities:

- Computer literate and extensive working knowledge of Microsoft programs – particularly Excel, Word and Power Point.
- Learn functionality to fully utilize Delphi.fdc, Salesforce, Clearslide, Nexus and other MOHG web-based sales and event management programs and technology solutions as necessary.
- Continually update account, sales activity and booking information in the Salesforce and Delphi.fdc programs to ensure that accounts are current and up-to-date.
- Fully ensure all group booking enquiries are current and recorded in Delphi.fdc.
- Consistently review account activities and booking status against Group goals and update associated production reports monthly.
- Maintain accurate production records on all key and major accounts in Salesforce.
- Participate and keep up-to-date with MOHG systems and automation training and procedural changes.
- Follow all MOHG systems and automation standards and associated Standard Operating Procedures (SOP's).

MOHG Conduct Standards:

- To be punctual to office hours and outside sales activities.
- To perform duties in a responsible and timely manner.
- To maintain a positive, friendly and supportive attitude internally and externally.

COMPETENCIES:

- Take initiative and be willing to embrace new challenges.
- Work independently and able to complete tasks with minimal supervision.
- Ability to resolve critical issues and identify win-win opportunities for both clients and hotels.
- Complete multiple tasks simultaneously with exceptional attention to detail.
- Possess excellent written and oral communication skills.
- Ability to understand the existing relationships between key clients within Latin America and the Southeastern USA and their historical engagement with MOHG.

Job Description:
Associate Director of Sales – Latin America



- Possess a valid driver's license and passport.

SUPERVISORY RESPONSIBILITIES:

- General Sales Agents (GSA's): Mexico and Brazil

EDUCATION AND EXPERIENCE:

- Degree or Diploma in Business Administration or Hotel Management.
- Minimum 5 years working experience in the hotel industry. Luxury hotel experience preferred.
- Ability to travel extensively within all Latin American countries.
- Fluent spoken & written in Spanish, Portuguese and English.
- Strong travel industry connections and relationships.

WORK ENVIRONMENT, PHYSICAL/VISUAL ACUITY REQUIREMENTS:

- This position is not substantially exposed to adverse environmental conditions; this is a typical office/administrative position.
- This position requires close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading.

Job Description:
Associate Director of Sales – Latin America



PHYSICAL ACTIVITY (CONSTANTLY, FREQUENTLY, OCCASIONALLY, RARE):

Physical Activity	Frequency
Climbing	Rare
Balancing	Rare
Stooping	Occasionally
Kneeling	Occasionally
Crouching	Occasionally
Crawling	Rare
Reaching	Occasionally
Standing	Frequently
Walking	Frequently

Physical Activity	Frequency
Pushing	Occasionally
Pulling	Occasionally
Lifting	Occasionally
Fingering	Constantly
Grasping	Occasionally
Feeling	Occasionally
Talking	Constantly
Hearing	Constantly
Repetitive Motion	Constantly

OTHER DUTIES:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

SIGNATURES:

The colleague signature below constitutes the colleague's understanding of the requirements, essential functions and duties of the position.

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Colleague signature	Print Name	Date

Supervisor Signature	Print Name	Title	Date

Equal Employer Opportunity statement:

Mandarin Oriental Hotel Group provides equal employment opportunities (EEO) to all colleagues and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Mandarin Oriental Hotel Group complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation and training.

Mandarin Oriental Hotel Group expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Mandarin Oriental Hotel Group's colleagues to perform their job duties may result in discipline up to and including discharge.