

Job Description:
Associate Director, Group Sales – West Coast



Classification:	Salary Exempt
Position type:	Management
Hours/Travel:	Core hours as set by the office/travel as needed
Reports to:	Director, Group Sales – The Americas
Location:	Los Angeles
Date:	January 2018

SUMMARY:

- To sell the Mandarin Oriental Hotel Group hotels and services within assigned territory specializing in the Group Market.
- Continuous prospecting and development of new high revenue group producers and on-going development of qualified Delphi/Salesforce database.
- Responsible for the execution, as directed by the Director, Group Sales, of a well-defined sales program which ensures maximum MOHG exposure and room night/revenue production for all hotels with a focus on “key” hotels as first priority.
- Must meet or exceed annual goals/targets of position.

ESSENTIAL FUNCTIONS:

- Solicit sales on all group accounts to generate/ increase revenues and market share.
- Foster good customer relations.
- Generate requests for proposals and manages efforts to secure group business.
- Negotiate group agreements to reflect the requirements of customers and the needs of each MOHG Hotel.
- Lead efforts to maximize account penetration and expand customer base.
- Monitor and analyze effectiveness of territory coverage and account management.
- Provide ongoing feedback to Director, Group Sales on progress made with designated accounts to ensure timely proactive measures to maximize potential for account activity.
- Organize a minimum of three sales missions annually with hotel colleagues to promote Mandarin Oriental Hotel Group.
- Coordinate MOHG hotel familiarization trips with travel partners and escort as required.
- Participate and assist in the co-ordination of US Road Show ensuring hotels receive maximum benefit.
- Maintain positive working relationships with all hotels through prompt and informative replies to inquiries, quality lead generation and providing thorough details on qualified accounts.
- Assist hotels in setting appointments for sales visits and escort on calls when it is possible to co-ordinate activities and schedules.
- Participate in MOHG sales meetings as requested.
- Actively participates in all staff activities to discuss progress toward achieving office goals, examine emerging business trends, identify sales opportunities, and to receive and communicate new information on upcoming events and special programs along with changes at MOHG properties.
- Seek opportunities and cooperate proactively with other members of RSO networks to promote the

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effective pooling of resources and integration of sales efforts.

- Keep abreast of all MOHG hotel products, facilities and services by reviewing available sales/marketing media products and other informational materials.
- Seek to improve the level of awareness in the marketplace for MOHG products through active participation in professional, civic and hospitality industry organizations.
- Ensure that Delphi/Salesforce notes, activity and bookings are entered in a timely manner and with accuracy.
- Ensure timely documentation of all proposals, quotes and related correspondence to prospective sales and sales accounts are established and maintained.
- Participate in the development and implementation of regional promotional activities as requested.
- Develop Key Account Strategies, Strategic Territory Business Plans to include New Business Development Plans.
- Build relationships with applicable airline contacts and tourism offices to ensure increased brand awareness and to drive revenue.
- Assist Director, Group Sales developing and executing sales programs with travel partners and clients aimed at increasing market awareness and room night and revenue objectives.
- Perform other tasks or projects as assigned by Director, Group Sales and MOHG management.

Administration:

- Work within established office systems and procedures to insure smooth operations and efficient time management.
- Follow budget guidelines and submit expense reports on a timely basis.

MOHG Conduct Standard

- Adhere to the Mandarin Oriental Guiding Principals.
- Perform duties in a responsible and timely manner.
- Keep a positive, friendly and supportive attitude internally and externally.

COMPETENCIES:

- Proactive sales driver who exceeds goals and has a proven track record of success in the Group Market.
- Self-motivated and directed, with unquestionable ethics, values and integrity.
- Creative, strategic thinker.
- Passion to grow business through current and new account development.
- High energy, positive, engaging presence with outstanding customer relationship-building skills.
- Effective negotiator who is highly motivated to succeed.
- Ability to effectively manage assigned budget.
- Strong team player.
- Initiative and resourcefulness in developing methods for increasing market share, ensuring a high level of customer satisfaction and in the application of effective problem-solving methodologies to resolve issues and challenges.
- Identifies challenges and makes recommendations for continuous improvement. Makes

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independent decisions relating to solicitation methods, and the management of sensitive/complex accounts.

- Work is performed independently and under the supervision of the Director, Group Sales who sets overall strategic and tactical objectives.
- Perform duties in a timely manner; punctual with all initiatives and meetings.
- Understand and apply the dynamics associated with a dual customer base (hotels and customers).
- Ability to motivate sales colleagues and provide effective guidance to support staff.
- Prepare and deliver effective sales presentations.
- Create and present a specific property or MOHG presentation utilizing Power Point on assigned laptop.
- Excellent presentation, communication, organizational skills

SUPERVISORY RESPONSIBILITIES:

- Sales Coordinator

EDUCATION AND EXPERIENCE:

- Minimum 5-7 years of experience representing a luxury hotel brand in a regional/global sales capacity.
- Strong industry connection and relationships with West Coast meetings/events customers.
- Knowledge of Delphi/Salesforce, preferred.

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.

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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.