

Our client, a well-established Premier five-star hotel in the heart of Colombo, seeks the services of a dynamic and results oriented professional to join their team.

DIRECTOR OF SALES

The incumbent will be responsible for planning and implementing sales and business development strategies, using techniques which maximize revenue while maintaining existing guest loyalty.

The ideal candidate:

- Professional qualification in Sales and Marketing/ Business Development or MBA from a recognized University is a prerequisite.
- A Sales leader with over 10 years of experience, preferably within the hospitality industry.
- Maintain a track record of success in achieving business objectives and managing budgets.
- Possess strong international experience as well as be aware of the local market.
- Be strategic, collaborative and highly results - oriented.
- Possess a solid understanding of social trends and the digital media landscape.
- Adaptable to changing market conditions and able to drive results.
- Strong leadership skills.
- Effective Team building skills and the ability to provide coaching/mentoring.

Key Responsibilities:

- Develop and execute integrated Sales strategies to drive growth in revenue and profitability.
- Based on the set strategies, develop and execute a Sales plan across all segments in order to achieve set annual financial objectives.
- Constantly coach and drive the Sales team to achieve set targets and objectives.
- Develop and sustain new Sales channels.
- Work closely with the Marketing team in developing Brand and Marketing strategies that resonate with key markets/ target audience to deliver Brand awareness campaigns, tactical campaigns, Brand amplification to increase sales.
- Remain innovative and adaptable to constantly cater to the changing market conditions.

An attractive and negotiable remuneration package with other fringe benefits will be offered based on qualifications, experience and competence.

Please forward your complete resume with contact details of two non-related referees to mslr@slt.net.lk within 10 days of this advertisement quoting MSL Ref. No: **7372** in the subject line of your email.

**MSL Management
Systems (Pvt) Ltd.**

✉ No: 08 Tickell Road, Colombo 08.

✉ mslr@slt.net.lk

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