



**Contact: Wendy Miranda, VP Sales & Marketing**  
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A great opportunity to join HP Hotel Management, a growing national hotel development and management company currently ranked in the top 50 hotel management companies in the nation. HP Hotel Management is seeking a **Director of Sales & Marketing** to join our team at of a full-service property at the LaQuinta Inns & Suites Runnemede, New Jersey featuring 145 guest rooms.  
[www.laquintarunnemede.com](http://www.laquintarunnemede.com)

This challenging but rewarding position has overall responsibility for managing the operations of the hotel to maximize profitability, ensure superior service and product quality, and drive brand and value initiatives, hotel performance, the development of people and communication between departments.

Competitive Base salary, monthly bonus plan plus benefits.

Responsibilities:

- Initiate and Maintain a Direct and Aggressive Sales Effort to meet budgeted goals and achieve Rev Par and penetration growth.
- Hands-on sales responsibility with supervisory accountability for the daily activities of Sales Team Members, providing them with the leadership and inspiration necessary to implement effective sales strategies that maximize revenue.
- Management of each member of the sales team to direct the effort and execution of exceeding weekly sales activity and productivity goals. Ensure each member of the team adheres to professional and timely written correspondence, proposals, bids and follow up.
- Assists Revenue Manager and General Managers with weekly calls to review and update 30/60/90 day forecasting in order to meet and/or exceed our budgeted goals.
- Oversee marketing utilizing brand and management company resources to improve web presence (OTAs, optimization etc), strategic affiliations, advertising strategy, PR and Social Media while building strong relations with travel agents, and local outreach programs.
- Know the market and how to effectively assess what business is a fit for the hotel brand.
- Directly responsible for making effective sales calls combining telemarketing calls, scheduled appointments, site tours, follow-up and maintenance calls.

- Evaluate current hotel performance, group pace and update monthly Sales Action Plans to target underperforming segments and/or capitalize on new opportunities.
- Utilize your relationship with competitor counterparts to identify market trends, opportunity dates.
- Understand and be able to execute full account qualification, penetration and saturation process.
- Plan and execute a sales blitz with concentration on a minimum of one key market segment every thirty days. Get the Front Desk team involved in other activities targeting and promoting hotel to all key market segments (e.g. mass mailings, email campaigns, post card mailers)
- Responsible for staying informed and participating in all RFP solicitations and other brand processes; GDS, HOD, directory and website enhancements and updates along with any other key selling activities related to the brand or otherwise instructed by HP Hotels.
- Understand and utilize of the Hotelligence report and working with travel agencies is a plus.
- Creative ability to develop and execute a full market assessment and business plan to include marketing initiatives that encompass all social media outlets, email market marketing, advertising, radio and other medias that are cost effective and provide ROI.
- Able to handle administration responsibilities including working with group and meeting planners, group entry utilizing computer skills to be able to perform database entry and submit weekly reports.
- Creative in event planning and developing promotional campaigns and flyers utilizing brand resources.
- Able to prepare annual marketing plan, active in budget processing and revenue maximization.
- Maintain sales database weekly and provide weekly and monthly reports to GM and upper management.
- Meet and develop a relationship with all clients including key decision-makers, influencers top, bookers and group/meeting contacts.
- Design and coordinate (with General Manager) advertising, public relations and promotional campaigns for hotel.
- Lead the hotel team in developing and maintaining working Marketing plan to meet short and long term goals.
- Able to analyze the big picture and adjust to market conditions with a pro-active strategic plan in place at all times.
- Maintain active involvement in county/city CVB, volunteering for special events/committees to develop and maintain a positive and professional reputation in the community.

#### Requirements:

The following are basic requirements for this position:

- Bachelor's degree or equivalent hotel and management experience.
- Hotel Experience as a Director of Sales.
- Excellent communication, computer (including Excel), oral and written skills; positive attitude, self-starter with strong initiative and competitive mind set. Experience with Delphi a plus.