

**As of immediately, Valamar Hotels and Resorts are looking for a
MICE SALES DIRECTOR (f/m)**

Knowledge, skills and competence:

- Excellent communication and presentation skills
- Experience in strategic planning and execution
- Experience in contracting, negotiating and change management
- Knowledge of structuring revenue expectations
- Ability to motivate teams
- Experience in project management with tight timeframes
- Ability to participate and facilitate group meetings
- Delegation skills and work in team
- Proactive in achieving business results
- Excellent computer skills
- Fluent in English, 2nd language is helpful, Croatian an advantage
- Willingness to work on flexible schedules

Education and experience:

- Adequate education in Hospitality, Tourism or related fields
- A Master degree is an advantage
- At least 7 years' experience on the same or similar job positions
- Relevant international experience
- Croatian background and language is a plus

Overall

- Lead the Valamar MICE sales team to great success and contribute to company's success and revenue targets through constant growth of international brand awareness
- Increase brand awareness of all VHR properties incl. Campsites in Home and international Markets and drive revenues according to budget
- Drive all kind of revenues, especially accommodation, MICE and board revenues into all properties
- Contract, maintain and develop revenues from defined Top / accounts
- Market research and evaluation of Niche and prospect accounts
- Acquisition of new accounts and revenues according to BPC and AP
- Contracting of specific new accounts
- Conduct phone acquisitions, personal sales calls
- Attend fairs, workshops and all other activities in order to achieve budgeted revenue figures
- Conduct fam trips into VHR destinations
- Close cooperation with and support of GSAs in various markets
- Propose and conduct special activities for all products and destinations, especially need hotels and need periods
- Distribution and redistribution of capacities within MS in season in cooperation with RM and destination Commercial Management
- Collect leads from existing and new clients and help drive Conversion into definite revenues
- Represents the Company in the field
- Ensures Cross-Selling of all VHR properties, including Camping

- Close Cooperation with Inhouse Sales, Marketing and RM team, as well as Destination Commercial Director
- Track own sales activities and report on them (Top account development plan)
- Follow up on leads by setting traces
- Conduct individual annual Sales Activity plan, together with the team
- Monitor and steer defined account production on a regular base
- Identifies and analyzes competition, both locally and regionally
- Recruit, train, supervise and evaluate department staff
- Plan and manage internal communications and awareness of corporate directions, mission, aims and activities
- Maintain and develop corporate image and reputation

Leadership

- Management of MICE sales team and the development of team members
- Recruitment and performance management of team
- Number of employees supervised Direct: 2

Accountability

- Day to day management of projects
- Manage budget for activities
- Participate on relevant meetings in VHR and destination companies
- Communication and providing feedback
- Planning and reporting on current activities
- Cooperation with other organizational units in the company (Marketing, Leisure Sales, Revenue Management, Operation, destination management)
- Coordination with appropriate departments / properties

Key metrics

- Achievement of Sales Targets (Revenue, ADR)
- Ensure CI/CD
- Grow Key International Relationships and Brand Awareness
- VHR sales team, destination sales & general managers
- Third parties
- Owners

Person profile - MICE Sales Director

Personality : Self-driven, result-oriented with a positive outlook, and a clear focus on high quality and business profit. A natural forward planner and leader who critically assesses own performance. Mature, credible and comfortable in dealing with senior big company executives. Reliable, tolerant and determined. Empathic communicator, able to see things from the other person's point of view. Well presented and businesslike. Mobile and flexible to travel wherever it is needed to do so. Able to get on with others and a clear team-player.

Personal situation : Must be mature and very flexible. Able to spend – if required – several days per month away without upsetting domestic situation. Able to commute reliably to office base. Able to work – if required – extended hours. A risk taker who fosters innovation, champions new ideas and focuses on continuous improvement.

An unquestioned reputation for integrity and ethics. A strong character that will build the trust of others both internally and externally.

Specific Job Skills : Market research and evaluation of prospect accounts

Literacy and Numeracy : Able to understand profit and loss calculations and basic business finance e.g. gross margin percentages and calculations, depreciation, capital and revenue expenditure, cash-flow, overheads and profit margins. Must be a very competent writer of business letters, quotations and proposals.

Management Ability : People management skills, experience in leading mid-size teams and the ability of being a natural leader will be useful. Identifying potential candidates for internal future job opportunities and having successfully developed potential candidates in the past is an asset. A person of high character, who consistently acts in-line with a clear and visible set of values and beliefs. A person who is direct and truthful in actions and communication, but also keep confidences when necessary.

If you are an experienced professional looking for a challenging career and excellent promotional opportunities in Croatia, please apply by sending an up to date CV and cover letter in English by email to:

E-mail: human.resources@valamar.com

Job Advertisement – MICE Sales Director