**POSITION STATEMENT**

**CHIEF SALES AND MARKETING OFFICER – HOTELS**

1. Reports to the Chief Executive Officer
2. Is responsible for driving the commercial & sales strategy across the hotel division and to support senior management in achieving set objectives
3. Ensures profit sustainability of the business
4. Formulates and implements strategies
5. Builds and maintains a performance driven culture throughout the organisation, based on the division values and ensures implementation of change plans, structures and support employees to cope with transitions
6. Manages, controls and develops the commercial & sales capabilities of Rogers Hospitality sector, in accordance with the division business strategy in order to maximize occupancy rate and effectively represents the company's services to Tour Operators and prospects while controlling costs
7. Leads Sales, Marketing, Communication and Branding departments with the common goals of achieving operational excellence and customers' satisfaction
8. Assists the Chief Executive Officer in developing, marketing and controlling both local and international sales strategy to sustain / grows existing and develops new business opportunities locally and Internationally
9. Develops customer relationships with both new and existing customers wherever possible to sustain and grow profitable market shares. Attends trade fairs as & when required
10. Defines, monitors and enforces KPI targets to local and International commercial units, determining most beneficial organization structure, roles and responsibility and performance targets for commercial functions