

Job Description

Department : Sales & Marketing

Designation : Assistant Sales Manager

Reports To : Sales Manager / Executive nominated by the Management on this behalf

Prime Function:

- ✓ Constantly investigate and assess market conditions and competition to determine effective and productive sales programs.
- ✓ Establish and maintain relationships with all the current and prospective customers.
- ✓ Update & upgrade knowledge and awareness of special events, conventions, business meetings and other opportunities in the market, which would help for the sales of the facilities provided by Novotel Pune.
- ✓ Design and execute sales plans and strategies for the assigned segments and responsible for increasing the sales and revenue.
- ✓ Plan & initiate action plan to approach and secure new business for the organization.
- ✓ Any matter which may effect the interests of **the hotel** should be brought to the attention of the Management.

Key Responsibilities:

Sales & Marketing Planning

- ✓ Assist the Director of Sales, ADOS & Sales Manager in the development of the Strategic Sales Plan for the segments.
- ✓ Ensure to achieve objectives established in the Organization's Strategic Plan.

People Management

- ✓ Establish and maintain seamless co-ordination & co-operation with all departments of Novotel Pune.
- ✓ To ensure maximum cooperation, productivity, and guest service.
- ✓ Develop and maintain effective relationships with all the departments.
- ✓ Respond to queries by resolving issues in a timely and efficient manner.
- ✓ Ensure that the team has been trained for all safety provisions.
- ✓ Ensure that all personnel are kept well informed of department's objectives and policies.

Motivate and develop team to ensure smooth functioning of the department and promote teamwork.

Financial Management

- ✓ Identify optimal, cost effective use of the resources and educate the team on the same.

Operational Management

- ✓ Identify prospects for sales deals within targeted markets of the assigned area segment and also prepare and conduct sales presentations for them.
- ✓ Ensure to report regularly to the Director of Sales on progress of the various activities, provide information about prospective customers, make forecasts and track current customer feedback.
- ✓ Submit monthly and weekly sales plan and market analysis (monthly) as well as daily sales/activity reports.
- ✓ Contribute to increase in business volume.
- ✓ Prepare annual sales goals, develop working plans to carry out goals, compare actual achievements against goal, periodically take necessary corrective action

Hygiene / Personal safety / Environment:

- ✓ Ensures that the workplace and storage areas remain clean and tidy
- ✓ Respects the instructions and safety guidelines for the equipment (s)he uses
- ✓ Applies the hotel's security regulations (in case of fire etc)
- ✓ Respects the hotel's commitments to the "Environment Charter" (saving energy, recycling, sorting waste etc) and meets Novotel' ISO 14001 environmental commitments as applicable to the role, if the hotel is involved in the programme.

Key Contacts

<i>Liaises with</i>	<i>Responsible for (as assigned)</i>
Sales & Marketing team Front Office team Reservations team	Sales Executive & Sales Co-ordinator

Occupational Health & Safety

Employee Responsibility

All employees to safeguard their health and safety, and the health and safety of others, in the workplace.

Replacement and Temporary Mission:

Be ready and responsible for any job, which may be assigned by the Management.

This job description is not intended to be an exhaustive list of all responsibilities skill, effort or working condition associates with the position. It is only indicative and intended to provide a description of the principle elements essential for the performance of the job. All job descriptions are subject to change.