

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - DIRECTOR OF SALES AND MARKETING				
Sector	Hotel and Accommodation Services			
Track	Sales and Marketing			
Sub-Track	Sales and Catering, Event Services, Marketing Communications			
Occupation	Sales and Marketing Professional			
Job Role	Director of Sales and Marketing			
Job Role Description	<p>The Director of Sales and Marketing leads the sales and marketing team in optimising revenue from room sales, catering, events and conference services by attaining sales revenue targets. He/She establishes annual business plans, sales and marketing strategies and key performance indicators for the department and drives revenue management. He directs all sales and marketing activities including market research and partnership management. He also directs resource management, sets service guidelines and standards, and establishes ethical and regulatory parameters, procedures and guidelines for sales and marketing activities to ensure the efficient functioning of the department.</p> <p>He fosters relationships with multiple stakeholders including business partners, media, corporate clients and customers to drive business growth, enhance brand image and build customer loyalty. As a head of the sales and marketing department, he establishes the department's financial plans and oversees budget expenditures. He is also responsible for reviewing talent capabilities as well as the development and career plans for the department, and leads the adoption of new technologies to innovate customer engagement and experience.</p> <p>He is a well-organised and resourceful individual who possesses strong leadership skills to lead the department to meet sales targets and marketing project timelines. He possesses good communication and interpersonal skills, maintaining good rapport with strategic partners to achieve organisational objectives. He works in a fast-paced environment, and may be required at times to work on evenings, weekends and public holidays, in support of sales activities and marketing events.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Develop sales, marketing and branding strategies	Establish annual business plans for the sales and marketing department		
		Lead formulation of sales, marketing and public relations strategies		
		Develop sales and marketing key performance indicators for the department		
		Drive revenue management for the sales and marketing department to achieve revenue growth		
		Direct development of branding strategies to enhance brand reputation and equity		
		Lead review of reputation risk exposure across business units to minimise business impact		
	Manage sales and marketing functions	Oversee and direct all sales and marketing activities		
		Direct resource management for sales and marketing activities to achieve performance targets		
		Lead market research to identify industry and market trends for sales and marketing opportunities		
		Drive negotiation and management of alliances and partnerships to expand sales and marketing networks		
		Establish ethical, legal and regulatory parameters, procedures and guidelines for sales and marketing activities		
		Oversee performance management of the sales and marketing department to achieve sales targets		
	Manage relationships and partnerships	Foster relationships with internal and external stakeholders for business growth		
		Lead collaboration with internal stakeholders to enhance brand image and customer experience		
		Establish and upkeep strategic partnerships with external stakeholders		
Manage human resources, finance, report management and continuous improvement	Present reports and recommendations for management updates and decision-making			
	Establish financial plans and budget requirements for the sales & marketing department			
	Oversee expenditure reports and statements to address budget variances			
	Lead technology adoption to innovate customer experience			
	Review talent capability and develop high potential employees in the sales and marketing division			
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Management	Level 5	Leadership	Advanced
	Budgeting	Level 5	Decision Making	Advanced
	Business Negotiation	Level 6	Interpersonal Skills	Advanced
	Business Opportunities Development	Level 5	Sense-Making	Advanced

Skills and Competencies	Business Presentation Delivery	Level 5	Developing People	Advanced
	Business Relationship Building	Level 5, Level 6		
	Dispute Resolution	Level 5		
	Knowledge Management	Level 5		
	Legal Compliance Management	Level 5		
	Market Research	Level 5		
	Marketing Strategy Development and Implementation	Level 5		
	Organisational Relationship Building	Level 5		
	People and Performance Management	Level 5		
	People Development	Level 5		
	Public Relations Management	Level 5		
	Room Revenue Management	Level 5, Level 6		
	Revenue Optimisation	Level 5		
	Sales Channel Management	Level 5		
	Staff Management	Level 6		
Technology Adoption and Innovation	Level 5			
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has			

The information contained in this document serves as a guide.