

Coordinator Sales Marketing

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Company: Bab Al Shams Desert Resort - Dubai

Location: Dubai

Category: other-general

Maintain a personal up-to-date knowledge on all Kerzner product and service offerings, and the products, services, rates and new developments of key competitors, and an awareness of general industry trends. Understand the relative importance and priority of the current account base, so that personal efforts can be directed accordingly. Support the development of new client contacts and the maintenance of detailed information on the potential revenues from these accounts. Achieve all personal financial and non-financial objectives, working with department leadership to ensure these objectives are met. Take responsibility for your own professional development including strong financial literacy and negotiation skills, and strong face-to-face selling skills needed to become a future Sales & Marketing Leader. Maintain accurate management status reporting on business results, and associated action planning. Practice effective cost control and adhere to internal procedures for approval of expenditure. Actively participate in client familiarization trips, site inspections, press trips, photoshoots as required to meet the sales targets of the hotel. Liaise effectively with all operational colleagues, providing support and information to ensure accurate delivery of internal clients and media. This includes Front Office, Reservations, and Events colleagues. Drive opportunities to upsell and cross-sell Kerzner products. Maintain a full working knowledge of the IT support tools used in the world of sales today, including-specific software, property PMS, Iscala, Opera Sales and Catering, SAGA, Ikonnect, Success Factors, Marketing Cloud, the Microsoft Office toolset. Ensure that all paperwork associated with the work of the department is processed quickly and efficiently, including letters, emails, contracts, and reports. Assist in establishing and maintaining client databases

and using those databases in promotions and marketing campaigns. Provide all assistance to guests and clients in a proactive, professional, and friendly manner.

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