

HF Holidays Ltd

(Direct) Sales Manager

Responsibilities

(Direct means, booking made directly with HF Holidays through our Reservations department, Groups department and via our website).

The Sales Manager reports to the Head of Sales and is responsible:

Headline responsibilities

- 1. To be accountable for the achievement of the direct guest week and revenue targets set within the 5 year sales strategy.**

Sales Responsibilities

2. To manage the SRT process on a weekly basis to ensure all sales opportunities, departures at risk and empty house risks are identified and the correct action is taken.
3. Provide recommendations and suggestions for change to improve the sales performance of the organization.
4. To maximize the conversion opportunity of direct enquiries through to actual bookings.
5. To provide sales opportunities to the Trade Sales Manager so that they can increase indirect sales through trade sales.
6. To ensure that all actions resulting from the SRT meeting are correctly communicated internally and externally using the appropriate communication method.
7. Budget responsibility of the individual and Group Revenue Reduction budget. This includes the recording and monthly reporting of the budget including the presentation of each individual campaign's return on investment.
8. To coordinate the annual sales communication plan incorporating the trade communication schedule and to ensure that all schedule are up to date and that timescale are delivered.
9. To manage and develop new sales related opportunities and initiatives that could deliver additional guest weeks and holiday revenue.
10. To ensure that all sales related online activity and email activity is on time and adheres to the brand standards and communication standards.

11. The production and management of the department's annual sales activity plan including trade activity.
12. To produce all sales related group and individual printed production items to support sales activity according to the annual sales activity plan.
13. To manage all sales related supplement and discounts to ensure the maximum return possible. This includes all aspects of the Recommend a Friend scheme.
14. To act as a member of the sales team providing ideas, support and action to achieve the agreed sales strategies and plans for the department.