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## SALES & MARKETING MANAGER

The Vertell Asset Management and Faern Hotels teams are looking to hire a **Sales & Marketing Manager** from January 1<sup>st</sup> 2023. This role will be based in the Vertell Asset Management HQ in Zurich.

**Faern Hotels & Resorts** is a collection of stunning lifestyle hotels resorts nestled in the Swiss Alps where every moment is a celebration. Faern Arosa (126 rooms), Faern Crans Montana (134 rooms), Faern Wengen (120 rooms) and Faern Sils Maria (123 rooms).

### KEY RESPONSIBILITIES

As Sales & Marketing Manager, you will analyze local and international market trends and competitor activity to recommend strategies that keep the hotels leaders in the marketplace through the development of future and repeat business. Specifically, you will be responsible for performing the following tasks to the highest standards:

#### Sales

- Analysis local and international market trends and competitor activity to identify business leads (individuals and groups)
- Generate and develop sales leads and contact potential clients to build business relationships.
- Develop accounts (travel agencies, tour Operator, DMC ....) within the local area to drive business into our properties and to increase market/customer share in all revenue streams
- Prepare agency contracts for the hotels in accordance with current business and pricing conditions
- Work within current business strategies and recognizing potential opportunities
- Manage key accounts to maintain a strong relationship to drive business into our property
- Cooperate with other departments in the hotel to create an exceptional Guest experience and build strong, comprehensive sales programs
- Attend Sales events, as required
- Produce accurate and timely reports that meet the needs of the senior management to include the reporting of appointments, calls made and business leads
- Answer customer queries in a prompt and professional manner
- Research consumer needs and identify how our solutions meet them
- Generate leads, and build and nurture client relationships
- Achieve company objectives through effective planning, setting sales goals, analyzing performance data, and projecting future performance.
- Occasional participation in local and international trade shows

#### Daily and Monthly Responsibilities

- Create and execute a strategic sales plan that expands customer base and extends global reach
- Meet with potential clients and grow long-lasting relationships by understanding their needs
- Track, analyze, and communicate key quantitative metrics and business trends as they relate to partner relationships
- Manage month-end and year-end close processes
- Response to RFP and Group requests in due time
- Participation in commercial actions (quarterly)
- Sales calls

- Revenue Meetings

## **Marketing**

- Develop and drive Social Media strategy and Direct Mail campaigns (Newsletter).
- Lead the marketing activities with our third parties agencies and internal marketing team.
- Follow social media trends and suggest changes/ innovations/ investments.
- Follow the happenings/events in Switzerland and suggest partnerships that would support hotels portfolio audience growth.
- Explore cooperation with Social Media content creators relevant to Faern Hotels & Resorts.
- Explore possibilities of running Competitions beneficial to Faern Hotels & Resorts.
- Qualify and manage influencer stays, secure the delivery of the contracted coverage and content relevance. Collaborate with the hotel operations team, ensuring full preparation to receive and host influencer and media experiences.
- Support with hotel collaterals creation and ordering hotel collaterals needed for each season.
- Ensure correct use of CRM across the hotels.

## **Education & Professional Qualifications**

- Master's degree in business Management with at least 5-year of growing experience in Sales management
- Previous experience in a similar role in the hospitality or another relevant industry
- Fluent in English and German, French is a plus
- Very positive attitude and excellent communication skills
- Ability to work under tight deadlines, ability to work on own or in teams
- Commitment to deliver high levels of service to guests
- Methodical and well organized, great projects management teams
- Creative and innovative mindset
- IT literate, passion for social media management

## **Knowledge and Skills**

- Demonstrate a versatile ability of communicating
- Be skilled in writing clear, concise and grammatically correct copy
- Demonstrate collaborative and strong communication skills as well as a strong eye for detail
- Organized and ability to multicast on various projects at the same time
- Flexibility in terms of work hours and locations and accept to regularly travel in Switzerland or abroad to meet clients.
- Excellent verbal and written communication skills in English

## **Network of Interaction**

- Vertell Asset Management team (CEO, COO, CFO, ...)
- Faern Hotel teams (GM)
- Arenas Hotel team (GM)
- Other key audiences including industry partners (DMO, DMC, OTA, ...)
- Freelancers, third party agencies and suppliers

## **Work location**

The Sales, Marketing & Revenue Management manager will be based in the Vertell Asset Management HQ in Zurich.

## **Period of employment**

- Full Time Contract from 1<sup>st</sup> of January 2023