



## TRAINEE – SALES & MARKETING

6 MONTHS / 1 YEAR  
JOB DESCRIPTION

Department	<b>Sales &amp; Marketing</b>
Reports to	<b>Sales &amp; Marketing Manager</b>
Type	<b>Full Time – 5 days per week</b>
Starting date	<b>September 2017</b>

### CORE OBJECTIVES

This six-month or 1-year training will enable you:

- ✦ To understand **sales & marketing** fundamentals, including market-oriented strategic planning, sales prospection, market research, customer behavior, target market selection and competitive positioning.
- ✦ A keen interest in sales, digital world, strong desire to work with different partners and department and maintaining the general administration and functioning of the sales and marketing department are key assets for this role. An enthusiastic, proactive attitude is essential.

### MAIN DUTIES

#### General

- ✦ Ensures that all phone calls within the department are attended and positively engages clients requirements
- ✦ Co-ordinate all familiarizations and site inspections as required.
- ✦ Maintain filing systems (manual and electronic).
- ✦ Prepare administrative documents required by the sales & marketing team.
- ✦ Carries out special project as assigned by Sales & Marketing Manager
- ✦ Maintains pleasant attitude throughout every customer contact
- ✦ Ensure all correspondences are standardized and high quality remained

#### Sales

- ✦ Active telemarketing to prospect new potential clients
- ✦ Support in converting incoming enquiries to achieve targets and maximize revenue
- ✦ Seek opportunities to increase sales and conversions within the Team
- ✦ Focus on a consistently executed up-selling approach
- ✦ Active follow up with clients to convert a maximum of options
- ✦ Build strong relationships with customers to fully understand their needs

#### Marketing

- ✦ Assist with the hotel's promotional activities through the creation of various artworks and the production of collateral including flyers, newsletters, brochures...etc.
- ✦ Assist with the social media execution and direct mail campaigns.
- ✦ Assist with the compilation of annual budgets, marketing plan and regular action plans.
- ✦ Co-ordinate and maintain supply of corporate gifts and promotional items.
- ✦ Ensure the hotel's website is up to date with the goal of educating customers, and conduct regular quality assurance audits on the hotel's content & images to ensure high-quality online experience
- ✦ Ensure the information regarding the hotel on the different OTA are up to date
- ✦ Respond to media and collaboration enquiries when approached for comments and/or reports

### ABOUT THE BENEFITS

This position offers a package which includes: full pension meals and a monetary compensation based on your motivation.

**If you think you are the right candidate send you CV and cover letter to:**  
Laure Descout – Sales & Marketing Manager - [laure.descout@silvahotel.be](mailto:laure.descout@silvahotel.be)