

Job Description: Sales and Marketing Director
Department: Sales
Reports to: Executive Director
FLSA Status: Exempt



Position Summary: The Sales & Marketing Director is a member of Fort Worden’s Leadership Team and is responsible for executing the strategic direction of all sales and marketing programs. This position oversees the sales team and a marketing committee to ensure that growth in revenue, promotional coverage and marketing opportunities are achieved for lodging, conferencing and events, and food services. The position also works closely with the Reservations and Revenue Manager to build a market mix that maximizes REVPAR in balance with Fort Worden’s mission. Applying unconventional sales and marketing techniques are necessary to promote this authentic place and our Life Long Learning Center mission. Limited travel is a necessary component of the position. Also, the Sales & Marketing Director must embrace and promote the Fort’s mission, values and management principles when selling the many diverse experiences at the Fort.

Financial:

- Prepare annual sales departmental and marketing budgets and develop multi-year revenue projections.
- Meet or exceed budgeted sales revenue projections and property use goals for referrals, lodging, food service, conferences, workshops and events.
- Direct selling activities to maximize occupancy and revenue (both leisure and group business).
- Work with the Reservation and Revenue Manager to accurately forecast occupancy potential and revenues based on changing market conditions.
- Prepares regular sales revenue reports for senior management and Board review.
- Manage to grow a diversified customer base that meets revenue goals and achieves our mission.

Sales:

- Lead the sales and reservation teams to develop a network of strong sales leads and to build long-term, value-based customer relationships for leisure travelers and groups seeking lodging, conferences, event spaces and weddings.
- Identify target markets and develop proposals that result in increased sales for those market segments.
- Track and report on cross-sell procedures for Fort Worden.
- Evaluate and drive the Fort’s participation in various sales channels, including electronic lead channels.
- Execute and support the operational aspects of business booked (e.g. reviewing and writing

proposals, contracts and customer correspondence).

- Develop and implement a strategic direction of sales programs based on assessments of new business and community opportunities that meet revenue objectives and strengthen the Lifelong Learning Center mission.
- Build annual sales strategy and work plans that support the Fort's organizational goals, mission and revenue objectives.
- Seek opportunities that increase sales for the Fort and deliver new growth opportunities for longtime group customers and partner tenants.
- Manage community education activities including speaking engagements, public tours of facilities, and representation at meetings and events that present sales growth opportunities.
- Oversee all sales contracts with customers and third party booking agencies.
- Analyze the Fort's conference and group markets, sources of business for each, and balance market segments according to supply and demand.
- Manage special projects and sales initiatives as directed.

Marketing:

- Work with senior management to execute to a strategic marketing plan.
- Develop and manage to an annual marketing plan and budget.
- Plan and oversee advertising and promotion activities.
- Maintain a consistent brand and image throughout all services, products, promotional materials and events.
- Act as strategic lead and role model in ongoing interaction with existing and potential customers using a variety of social networking and outreach tools.
- Oversee and evaluate market research and adjust marketing strategy to meet changing market conditions.
- Develop, foster and maintain solid relationships with key members of local and national organizations as well as trade media that increase event sales and use of the Fort.
- Develop new market audiences and foster new business relationships.

Minimum Qualifications

1. Bachelor's Degree
2. Five-plus years in a senior sales and marketing position in the hospitality industry.
3. Demonstrated track record of delivering on business and mission goals in a related industry.
4. Experience with sales forecasting tools.
5. Experience in leading negotiations and closing deals.
6. Must hold a valid driver's license and have the ability to call on potential and current customers.

Knowledge, Skills, and Abilities

1. High level of professionalism.
2. Varied supervisory experience and leadership skills.
3. Expert knowledge of best practices for effective outreach, customer relations, communications, negotiations and deal closure.
4. Demonstrated ability to lead and train a sales team.
5. Demonstrated ability to create an annual budget and perform to monthly revenue goals.
6. Self-starter with initiative and ability to manage multiple tasks in a professional way.
7. Excellent proposal writing and presentation skills.
8. Outstanding interpersonal communication skills and attention to detail.
9. Ability to handle multiple guests and operational demands with a high degree of professionalism, operating often with time sensitive deadline.
10. Strong Computer Skills (Outlook, Word, Excel, OneNote, PowerPoint) and experience working in property management systems.

Physical Demands

1. Able to sit, stand, bend, lift up to 25 pounds and moves intermittently during working hours.
2. Able to talk on the telephone frequently throughout the day.
3. Hospitality is a 24/7 industry therefore anticipate working weekends and some holidays as needed.

Key Competencies

Excellent leadership and team building skills

Strong desire to win

Detail and process oriented

Excellent interpersonal communication skills

Multi-tasker, who can manage time and work well under pressure

EEO Statement

The Fort Worden Public Development Authority is an equal opportunity employer without discrimination because of age, sex, color, national origin, marital status, veteran status, sexual orientation or presence of a disability.

Pursuant to the Americans with Disabilities Act, Fort Worden will make reasonable accommodation of working conditions or methods in order to perform the duties of the position.

Fort Worden Public Development Authority is a Charter of the City of Port Townsend acting as a Special District public corporation. Our mission is to be financially self-sustaining, and to infuse the Fort with the beauty and energy that allows it to reach its potential as a gathering place for individuals, families and groups who seek enrichment and discovery through life-long learning.

Employee (Print Name)

Employee Signature

Date

Sales and Marketing Director

PHYSICAL REQUIREMENTS AND POTENTIAL HAZARDS

The following identifies the physical demands and potential hazards typically encountered by this position. The information is necessary in part to ensure compliance with the Americans with Disabilities Act and the OSHA Blood borne Pathogens Standards. These can reasonably be anticipated in the normal and customary performance of the essential functions of your work.

- NA:** Not applicable, not required of this position.
NE: Requirement is present, but is not essential to the position.
O: Occasional, up to 33 percent of the time and essential to the position. (For example, a lifeguard swims only occasionally, but it is essential that a lifeguard be able to swim.)
F: Frequent, 34-66 percent of the time.
C: Continuous, over 66 percent of the time.

	NA	NE	O	F	C
Sitting					x
Walking			x		
Standing			x		
Running	x				
Bending or twisting	x				
Squatting or kneeling		x			
Reaching above shoulder level		x			
Climbing (e.g. ladders)	x				
Driving cars, light duty trucks	x				
Driving heavy duty vehicles	x				
Repetitive motion of hands/fingers					x
Grasping with hand, gripping			x		
Lifting/carrying 10-25 pounds		x			
Lifting/carrying 26-50 pounds		x			
	NA	NE	O	F	C
Lifting/carrying more than 50 pounds		x			

Pushing/Pulling		x			
Using Foot Controls	x				
Work in/exposure to inclement weather	x				
Work in/exposure to cold water	x				
Exposure to dust, chemicals or fumes		x			
Work/live in remote field sites	x				
Use of hazardous equipment (e.g. guns, chainsaws, explosives)	x				
Swimming, scuba diving	x				
Work at heights (e.g. towers, poles)	x				
Exposure to infection, germs or contagious diseases	x				
Exposure to blood, body fluid, or potentially contaminated materials	x				
Exposure to needles or sharp implements	x				
Use of hot equipment (e.g., ovens)	x				
Exposure to electrical current	x				
Seeing objects at a distance	x				
Seeing objects peripherally	x				
Seeing close work (e.g., typed print)					x
Distinguishing colors	x				
Hearing conversations or sounds					x
Hearing via radio or telephone					x
Communicating through speech					x

	NA	NE	O	F	C
Communicating by writing/reading					X
Distinguishing odors by smell	X				
Distinguishing tastes	X				
Exposure to wild/dangerous animals	X				
Exposure to insect bites or stings	X				
Work/travel in boat/small aircraft	X				
Exposure to aggressive/angry people				X	
Restraining/grappling with people	X				
Other:					
Other:					

Items checked above must be consistent with tasks listed.

I have read and understand the physical requirements and potential hazards of this position and am able to perform the physical requirements as stated above with or without reasonable accommodation.

Employee Signature

Date