

Internships Thailand

Sales & Marketing Internship Description

- Job Title:** Sales & Marketing Management Trainee
- Department:** Sales & Marketing Department
- Reports to:** DOS / Sales & Marketing Manager / Director or Assistant DOS

General Mission

To support the Sales & Marketing team to manage and supervise the sales, administration, promotion, PR, as an independently profitable department and set performance standards for Sales & Marketing strategies.

Responsibilities and Means

- ❖ Handles correspondence written and handed by supervisor(s) to post, fax, or email, and record accordingly.
- ❖ Assists the Sales & Marketing Director / Manager in handling booking enquiries with final approval from the Director of Sales, Sales & Marketing Director / Manager or Asst. DOS.
- ❖ Duplication and distribution of contracts, memos, and other office documents.
- ❖ Assists in market research on competition, market share, projects, pricing and promotions, etc. as assigned by the Corporate & Yield Manager or Senior Marketing Executive.
- ❖ To maintain the Marketing Department inventory on hotel brochures, MICE, Sales kits, etc., and to ensure there is enough available on the stock – in coordination with the Secretary of Sales & Marketing. To assist in the sending of Hotel promotional tools (brochures, flyers, etc.) as listed in the marketing master mailing.
- ❖ List, data base and to complete task on the due date presented by the DOS, Sales & Marketing Director / Manager or Asst. DOS or Director of Marketing.



- ❖ To reply to any requests with regards to hotel information and internal communications. Performs other related duties as assigned with approval from the Sales & Marketing Director / Manager.
- ❖ Help to manage and coordinate all marketing, advertising and promotional staff and activities.
- ❖ Assist to conduct market research to determine market requirements for existing and future products.
- ❖ Analysis of customer research, current market conditions and competitor information.
- ❖ Develop and implement marketing plans and projects for new and existing products.
- ❖ Assist manage the productivity of the marketing plans and projects.
- ❖ Monitor, review and report on all marketing activity and results.
- ❖ Determine and manage the marketing budget.
- ❖ Deliver marketing activity within agreed budget.
- ❖ Develop pricing strategy.
- ❖ Liaison with media and advertising.

Administrative Responsibilities

- ❖ Conducts daily briefing and de-briefing for Sales & Marketing.
- ❖ Prepares effective duty roster to ensure sufficiency of manpower in accordance to volume of business.
- ❖ Establishes a correct overall communications with all departments in the hotel.
- ❖ Communicates effectively with guests, subordinates, immediate superior and other department directors / managers.
- ❖ Prepares daily cover count marketing documents to promote the hotel.
- ❖ Collect editorials, add, and other kind of marketing promotion where the hotel is exposed.
- ❖ Make a daily Sales & Marketing briefing, with report of the past day and program of the day.
- ❖ Administer personnel action, on leaves, overtime requests, disciplinary action and commendation.
- ❖ Identifies and solves problems in the Sales & Marketing in a professional manner.
- ❖ In collaboration with the Sales & Marketing team, conducting month-end inventory of flyers, documents, stock.
- ❖ Reports to the DOS, Sales & Marketing Director/Manager or Asst. DOS for any missing material or lost.

Commercial Responsibilities

- ❖ Communicates effectively with guests, clients, government officials and other important individuals to ensure satisfaction in service and product.
- ❖ If requested, participate and attend seminars, external meetings, community projects, meetings related to the Sales & Marketing of the hotel and improve the hotel image.

Human Resources Responsibilities

- ❖ Coaches and counsels other staff in the Sales & Marketing Department.
- ❖ Evaluates objectively the performance of all in Sales & Marketing.
- ❖ Motivates staff to grow within the Sales & Marketing Department.

Relations

- ❖ Reports to the DOS, Sales & Marketing Director/Manager or Asst. DOS
- ❖ Directs and supervises the activities of the Sales & Marketing Department.
- ❖ Coordinates most with F&B and also with other departments for all events, functions, special arrangements and other activities in the hotel.
- ❖ Interacts with clients, guests, government officials, suppliers and other important individuals in the community in promoting the hotel.