



<https://www.zannier.com/job/senior-sales-manager/>

Senior Sales Manager – Zannier Hotels

Description

MAIN PURPOSE OF THE JOB

- To sell, market and promote all Zannier Hotels globally, resulting in generated sales, product and brand awareness
- To establish and maintain Zannier Hotels as a preferred product choice in their respective destination within the global travel trade
- To manage commercial initiatives, strategic and tactical actions for the business segments of FIT leisure, group, MICE and corporate with the objective to meet or surpass revenue budgets set for each property, while keeping in line with the determined Sales & Marketing expense budgets

Responsabilités

MAIN RESPONSIBILITIES

- Strategically and proactively executing all sales initiatives for all Zannier Hotels through daily contact with the travel trade (email, phone, online, sales calls, trade show attendance)
- Handle direct VIP booking requests
- Handle group and buy-out enquiries, from proposal stage to handover to the operations
- Targeting international MICE organizers, predominantly for Zannier Băi San Hô, Bendor and Phum Baitang
- Proactively targeting new or dormant FIT accounts in the Sales CRM and develop their business
- Develop new and existing partnerships or markets as assigned
- Conducting product presentations, trainings and webinars
- Complaint handling (B2B or B2C)
- Constant sourcing of new potential business partners and sales opportunities
- Obtaining market intelligence relevant to the hotels
- Assisting the DOSM in preparations of presentations, SWOT analysis, market research, sales action plans etc. for existing or new hotels
- Distribution of promotional material or tactical offers through mass mailings
- Good understanding and regular review of key performance indicators of all Zannier Hotels (occupancy, ADR etc.)
- Regular sales calls to selected markets, as advised by the DOSM/ADOSM
- Attendance at selected tradeshow with the objective of generating business and new leads
- Managing all follow-ups of sales calls and trade shows, impeccable updating of database
- Regular communication with the GMs and property teams, ensuring reservations, VIPs, high profile inspections, weddings and events are managed and coordinated well by operational departments
- Produce comprehensive rate comparisons and competitor surveys upon request
- Contribute to the Head Office month-end report
- Any other sales-related task as assigned by the DOSM/ ADOSM/ HQ

Organisme employeur

Zannier Hotels Spain S.L.

Type de poste

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Date de début du poste

Asap

Lieu du poste

Barcelona, Spain

Date de publication

4 septembre 2025

KEY RELATIONSHIPS

- Direct reporting: to the Director of Sales & Marketing of Zannier Hotels with dotted line to the Assistant Director of Sales & Marketing
- Internally: local property Sales teams, E-Commerce & Revenue Manager, Sales Administrator, Head Office team, Social Media Manager, Group Executive Director and CEO
- Hotels: The General Managers, HODs and the reservations and accounting teams
- Externally: Local and International Tour Operators, Travel Agencies, Destination Management Companies, Incentive Houses, Wedding Organisers, Corporate Companies and similar business partners
- Affiliations/ Partners: Representation Offices, Consortia, Airlines, Tourism Boards

Qualifications

KEY COMPETENCIES REQUIRED

- Excellent communication-, presentation and interpersonal skills
- Selling and negotiation skills
- Strategic planning
- Sensible prioritizing
- Organisational skills
- Excellent Time management
- Self-drive, pro-activeness and discipline
- Ability to work independently and with minimal supervision at times
- Creativity and innovative thinking
- Resource management
- Rational decision making
- Problem solving abilities

EXPERIENCE

- A degree in hospitality or tourism
- Minimum 2 years work experience in a similar role
- Good knowledge of local hotel business and operations as well as the nature of the travel trade and its requirements
- Fluency in English
- International work experience will be an advantage
- Proficiency in Opera/ HMS Infor/ SiteMinder will be an advantage

FRAME OF JOB ROLE AND REQUIREMENTS

- Must be able to travel with flexibility and possess a valid driver's license
- Home-office based in/around Barcelona

Contacts

Please send your CV and cover letter to sales@zannier.com, with career@zannier.com in copy.