

Director of Sales and Events

BACKGROUND

With headquarters in Laguna Beach, CA, and Las Vegas, NV Auric Road is a lifestyle hospitality group with a growing collection of Petite Resorts in North America including Hotel Joaquin (Laguna Beach, CA), Korakia Pensione (Palm Springs, CA), Lone Mountain Ranch (Big Sky, Montana) Sonoma Coast Villas (Sonoma, CA) and soon to be opened Rex Ranch (Tubac, AZ). We acquire distressed resorts, then reimagine and restore them. Each resort is then programmed with exceptional experiences to align with today's cultural behaviors and reconnect people to themselves, their loved ones and the world.

Core Purpose: This position's responsibility is to ensure that the Company's sales goals are achieved through event and group sales.

Summary: The Senior Sales Director is responsible for generating sales that accomplish the Company's sales goals, both short and long range. Success will be measured through revenues from the events segment, improved account revenue and increased customer value.

Position: We are currently searching for a Sales Director that is a highly driven, determined and experienced professional for our properties. The ideal candidate will have at least five years of experience in Hotel Sales, preferably within a boutique setting, and have a proven track record of successfully working independently without the support of a sales/marketing/events team.

Our Director can be based either out of Laguna Beach or Las Vegas and will be responsible for building and executing a sales strategy to sell multiple properties nationwide - to include events, buy-outs, weddings, conferences, executive retreats, rooms and the like. The expectation is that the sales director will be able to optimize revenue on incoming inquires while pursuing outbound leads and generate their own leads. Because there is an absence of a sales/marketing/events team, this means the ideal candidate will also handle all aspects of the sale process. Additionally, the ideal candidate will have prior experience successfully curating and executing events while also building strategic relationships through various means such as cold calling, attending trade-shows, referrals, etc.

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VITALS

Reporting: You'll report to the CEO

Full Time Role

Location: You'll be based at either HQ in Laguna Beach, CA, or Summerlin, NV but also be expected to travel to our hotel properties and sales conferences across North America.

YOU'RE MOST LIKELY A FIT IF

- Your record demonstrates good judgment, strong organizational prowess, and strategic thought throughout your work; and you have a keen eye for detail
- You proactively jump into unfamiliar situations to help the people around you
- You relish working in a fast-paced environment
- You're among the top five hardest workers you know, and you get things done

THIS ISN'T FOR YOU IF

- You lack experience balancing competing priorities from different stakeholders
- You aren't detail-oriented and don't review your work before moving on
- You're looking for a typical *clock in, clock out* position
- You take yourself too seriously and don't have a sense of humor

DETAILS

The description below is representative of the position and may not encompass the full scope of the role.

1. Sales

- Up-to-date knowledge of the latest trends and best practices in sales and measurement.
- Strong business planning, account planning and budget management skills
- Strong understanding of the sales process, analytical skills and data-driven thinking.
- Entrepreneurial drive and ability to multi-task with proven success in a growing business.
- Plans and oversee sales initiatives and promotion activities including print, online, electronic media, and direct mail that impact lead generation
- Create database of wedding planners, corporate retreat coordinators, film industry location scouts
- Proficient in: Salesforce, Excel, PowerPoint and familiar with hotel PMS and STR
- Identify, create and execute calendar year trade show and sales conference pipeline
- Ability to be on the road 50% of your time

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2. Events

- Negotiates RFP's for corporate clients and manages the performance of the accounts.
- Responsible for preparing customer correspondence, contracts and proposals as well as preparing internal reports.
- Takes a proactive approach to business development through account management, lost business accounts, prospecting within target market segments and garnishing referrals.
- Ensures that clients are receiving the highest quality of attention to their requests by monitoring, guiding and following up on incoming sales inquiries.
- Lead sales presentations, site inspections, host tours and site inspections when appropriate.
- Coordinate group room blocks when appropriate.
- Develops and implements strategic sales plans and forecasts to achieve corporate objectives for products and services.
- Establishes and maintains relationships with industry influencers and key strategic partners including film location manager
- Flexible work schedule (some weekends and evenings as required).

PERKS & BENEFITS

- Trajectory—capture the opportunities presented (and create your own), and the sky is your ceiling
- Health/dental/vision
- Experience and get to work out of our world class properties that we own today and are in the process of development
- Get to meet super interesting, creative minds and taste makers that make up our universe including well known guests that stay at our properties that you will help host, speakers at events you will help quarterback and leading entrepreneurs that we work with every day
- A cooperative, fun, high-performance team culture of striving to help you become the best version of yourself

Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions of the role.

Our interview process: You will talk at least 6 people, complete one or more written assignments, role play—all good stuff that will help you, and us, ensure that you'll be happy at Auric Road. Ready to roll?

NEXT STEPS

- Submit your LinkedIn profile along with a writing sample to careers@auricroad.com
- Tell us why we resonate with you, and send us any questions or ambitious reasons why we should fall in love with you