JAC Recruitment

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JAC Recruitment Thailand

PR/112011 | Cluster Director of Sales and Marketing

Job Information

Recruiter
JAC Recruitment Thailand

Job ID
1621732

Industry
Tourism

Job Type
Permanent Full-time

Location
Thailand

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 11:17

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Location: Bangkok or Phuket

Key Responsibilities:

- Develop and implement sales and marketing strategies to drive measurable growth in occupancy, ADR (Average Daily Rate), revenue, market share, and Food & Beverage and Banquet sales.
- Lead and oversee all sales, marketing, business development, digital marketing, public relations, and revenue-generating activities across the cluster properties.
- Review monthly sales reports, revenue forecasts, and market intelligence to identify business opportunities, monitor performance, and implement initiatives to achieve or exceed revenue targets.
- Analyze market trends, competitor activities, and customer demands to strengthen the hotels' competitive positioning and maximize commercial performance.
- Build and maintain strong relationships with key corporate accounts, travel partners, MICE organizers, and industry

stakeholders.

- Create and execute special events, promotional campaigns, roadshows, and sales blitzes to showcase the hotels and generate new business opportunities.
- Represent the hotels at local and international trade shows, industry exhibitions, networking events, and major market activities to increase brand visibility and drive revenue growth.
- Collaborate closely with Revenue Management and Operations teams to optimize pricing, positioning, and guest satisfaction.
- Lead, mentor, and develop Sales & Marketing teams to achieve business objectives and foster a high-performance culture.
- Prepare and manage annual budgets, business plans, and commercial performance reviews for cluster properties.

Qualifications:

- Bachelor's degree in Hospitality, Marketing, Business Administration, or a related field.
- Minimum 10 years of experience in hotel sales and marketing, including at least 5 years in a senior leadership role.
- Proven experience in a Cluster Director of Sales & Marketing, Cluster Commercial Director, or equivalent cluster-level role overseeing multiple hotel properties is required.
- Strong track record of driving revenue growth, market share, and commercial performance within luxury or international hotel brands.
- Excellent leadership, business development, stakeholder management, and negotiation skills.
- Excellent communication skill in English.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description