

PR/112011 | Cluster Director of Sales and Marketing

募集職種

人材紹介会社
ジェイ エイ シー リクルートメント タイランド

求人ID
1621732

業種
旅行・観光

雇用形態
正社員

勤務地
タイ

給与
経験考慮の上、応相談

更新日
2026年11月10日 11:17

応募必要条件

職務経験
6年以上

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
無し

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

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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会社説明