



**Job Title:** Director of Sales

**Reports To:** Director of Operations

**Effective Date:** December 2024

**Department:** Sales and Marketing

**FLSA Status:** Exempt

### **Position Description**

The Director of Sales is responsible for launching and growing the Charter Air Direct brand. Responsibilities include targeting and securing new accounts, conducting direct sales calls, attending travel and trade show-related activities, developing marketing plans to grow share, making presentations to retail travel agencies, golf clubs and developing hotel partnerships. This position must actively communicate with the Director of Operations, Reservations, Revenue Management and the Marketing Team.

### **Essential Job Functions**

- Introduce the Charter Air Direct brand to all target audience, including travel agents, golf clubs in San Juan, travel influencers, Anguilla and San Juan based resort managers, wedding planners and corporate accounts
- Respond to all customer inquiries and requests for pricing in a timely manner
- Plan and execute sales calls, presentations and client entertainment with retail travel agents, luxury travel managers, and other intermediaries
- Develop, support and promote leisure packages, offers and promotions in conjunction with the Revenue Management and Marketing Teams at Aurora and across properties in San Juan and Anguilla
- Work with tourism boards to develop lead pipeline
- Prepare account performance reports on a weekly, quarterly and annual basis
- Conduct monthly account review meetings with the Home Office Team
- Implement marketing initiatives as outlined in the marketing plan for target accounts
- Set and negotiate rates for special corporate/preferred and local volume negotiated accounts, with direction from Revenue Management and property leadership

- Monitor and understand the promotional programs of the competitive set as well the strengths and weaknesses of each charter and or airline flying in the Caribbean
- Develop and execute sales strategies to support revenue objectives for Charter Air Direct
- Establish and maintain relationships with industry influencers and key strategic partners
- Consistently present a polished, professional image
- Travel required based on the marketing plan focusing on retail travel agencies, and resort partnerships
- Must be self-motivated, team-oriented, ambitious and driven for sales success
- Execute additional projects and duties as assigned

### **Education/Experience**

- Bachelor's degree (B.A. or B.S.) from four-year college or university; or four years related experience and/or training; or equivalent combination of education and experience is *preferred*
- At a minimum, must possess at least five (5) years sales experience
- Must have experience working within the travel segment i.e. aviation/resort/hotel/travel/tourism industry with strong emphasis on luxury segment. Caribbean regional experience strongly preferred.

### **Special Skills**

- Strong written and verbal communication skills
- Customer service oriented
- Ability to create and interpret revenue reports used to lead the revenue management process
- Overnight travel is required
- May require evening, night, holiday and weekend assignments on occasion
- Strong computer skills including Microsoft Office Outlook, Word, Excel, Teams and PowerPoint