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# Example of Director, Sales Marketing Job Description

Our innovative and growing company is searching for experienced candidates for the position of director, sales marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for director, sales marketing

* Measure and communicate performance
* Lead HQ team calls, drive alignment
* Performance management/training of the BAM’s
* Work w/ VP/MD on HQ expansion opportunities
* Coordinate with the field where issues/opportunities exist
* Accountable for trade fund allocation & management
* Ensure BAM’s are linking customer strategy to client strategy to find mutually beneficial solutions
* Strategically utilizes and understands different revenue opportunities for the facility, including local resorts and clubs, online third-party providers, the local competition and other partnerships or relationships, which offer revenue opportunities
* Maintains a thorough understanding of golf operations, tee-sheet maximization, tournament maintenance schedules and group needs and the key vendor relationships and the tools they offer to support and manage goals
* Prepares monthly membership reports for facility manager and Board of Directors

## Qualifications for director, sales marketing

* Lead marketing efforts to up sell guests on hotel services, offerings, and amenities
* Conducts staff meetings with subordinates as appropriate
* Assist in Preparation of Member Communications
* Maintains flexibility to take on new and different tasks as directed by the General Manager
* Minimum of three years of experience in similar role
* Bachelor’s degree / higher education qualification in marketing or related field