



TRAILS OF INDOCHINA

JOB DESCRIPTION

TITLE	Director of Sales Marketing and Business Development (Wholesale Markets)
WORK LOCATION	33 Le Trung Nghia Street, Ward 12
DIRECTLY REPORTING TO	CEO
NUMBER OF REPORTS	Currently 8
JOB GRADE	2
EFFECTIVE DATE	1 st October 2016

PURPOSE AND SCOPE OF ROLE
Overall responsibility for all sales and marketing activities of the company including DMC and MICE entities.

RESPONSIBILITIES & TASKS	
Business Management	<ul style="list-style-type: none"> • Develop annual business plan and budget for S&M Department • Develop the marketing strategy for the company • Cascade marketing strategy to marketing department and set goals and targets for achievement • Be in charge of account management for all existing accounts • Forecast, develop and manage the budget for the sales and marketing departments • Training presentations and videos • Branding – marketing materials and guidelines • Promotions and FAM trips • Prepare and review tender documents for both existing and new accounts
People Management	<ul style="list-style-type: none"> • Responsible for managing the Internal and International Sales and Marketing team • Responsible for managing the Sales and Marketing department of the company at Head Office and Regional level • Develop and implement recruitment and retention plans for Sales and Marketing departments • Ensure that Sales and Marketing teams achieve personal development goals and the Company's targets • Conduct appraisals for Sales Manager and the team
Business Development	<ul style="list-style-type: none"> • Oversee business development for the company including developing new accounts and markets such as German speaking markets, Middle East. • Develop business development strategy and plan and cascade to Sales Department • Attend trade shows and marketing events as required • Trade show attendees and materials
Project Management	<ul style="list-style-type: none"> • In charge of ad hoc projects • Set up and manage German department
Marketing	<ul style="list-style-type: none"> • Together with MK team, produce MK collaterals including promotions, brochures, gifts... • Together with MK team be on top of all customized communications to individual markets.



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O-CHART (done by HR)	<pre> graph TD CEO[CEO] --- DOSM[DOSM] </pre>
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QUALIFICATIONS AND KNOWLEDGE	EXPERIENCE	
<ul style="list-style-type: none"> Graduate in Marketing essential Post graduate degree in Business, Management or Hospitality and Tourism preferred 	<ul style="list-style-type: none"> 3-5 years' experience in a marketing role for an inbound travel company in SE Asia 3-5 years management experience Solid knowledge of travel markets, particularly English speaking markets Experience in working with different cultures 	
SKILLS	COMPETENCY LEVELS (1-3 point scale)	
<ul style="list-style-type: none"> Excellent written and spoken English, native English speaker preferred Good written and spoken Spanish preferred Thorough understanding of MS Office (Excel, Word, PowerPoint etc.) 	Managing Performance Learning and Development Teamwork Commitment Planning and Organizing Continuous Improvement Problem Solving and Decision Making Customer Focus Influencing Communicating	

SPECIAL REQUIREMENTS (if any)
<ul style="list-style-type: none"> Flexibility to work overtime and travel as required Ability to work under pressure Must maintain up to date passport Long term commitment