

Director of Sales and Marketing

Job Location

Los Angeles, California

Description**Description:**

Director of Sales and Marketing role with a newly opened, full-service hotel that is part of a global brand in the greater Los Angeles area. The position is accountable for driving top-line revenue across transient, group, and events segments and establishing the hotel's presence in a competitive urban market.

Key Responsibilities:

Set and execute the overall sales and marketing strategy, building and leading a high-performing commercial team.
Drive revenue growth and market share across corporate, leisure, and group business segments.
Oversee all pricing, distribution, and competitive positioning initiatives in alignment with brand standards.
Collaborate closely with ownership/management and the on-property General Manager to deliver top-line results.
Build and cultivate relationships across transient, group, and events channels.
Ensure compliance with all brand, safety, and operational standards.

Qualifications:

Minimum of 5+ years of progressive sales and marketing leadership experience in full-service hotels.
Previous DOSM or senior commercial leadership experience within a global hotel brand preferred.
Strong background managing transient, group, and events business with proven revenue results.
Demonstrated ability to build and develop high-performing sales teams.
Exceptional leadership, communication, and interpersonal skills; New-build or opening experience preferred.

Key Competencies:

Strategic commercial thinker with strong execution capabilities.
Results-driven with a focus on revenue growth and market share.
Ability to lead through influence, inspire teams, and build culture.
Strong professional presence representing a global brand.
Adaptability in a fast-paced, high-expectation environment.