

Director of Sales and Marketing

Job Location
North Carolina

Description

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Director of Sales and Marketing role with a boutique luxury resort in North Carolina. This property-based DOSM role holds ownership of the full commercial strategy, from leisure transient and group to partnerships, with a strong emphasis on premium rate integrity and mix management. The role partners closely with an engaged Managing Director and ownership team that are actively investing in the asset.

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 leisure, transient, group, and partnership segments.
Oversee all pricing, distribution, and competitive positioning initiatives.
Collaborate closely with ownership and senior leadership to deliver top-line results and strengthen market presence.
Cultivate and maintain strategic partnerships that enhance the property's commercial performance.
Ensure compliance with all brand, safety, and operational standards.

Qualifications:

Minimum of 5+ years of progressive sales and marketing leadership experience in luxury resort environments.
Previous DOSM or senior commercial leadership experience at a boutique luxury property strongly preferred.
Strong background in leisure-driven, premium-rate resort operations with proven revenue results.
Demonstrated ability to manage rate integrity, lead mix management, and grow partnership channels.
Exceptional leadership, communication, and interpersonal skills; Experience working with engaged ownership teams preferred.

Key Competencies:

Strategic commercial thinker with strong execution capabilities.
Results-driven with a focus on revenue growth, mix, and rate integrity.
Ability to lead through influence, inspire teams, and build culture.
Strong professional presence representing a boutique luxury environment.
Adaptability in a fast-paced, high-expectation setting.