

<https://ssirecruiting.com/job/director-of-sales-and-marketing/>

Director of Sales and Marketing

Job Location

Washington, D.C.

Description

A luxury, full-service hotel in the heart of Washington, D.C. is seeking a Director of Sales & Marketing to help lead the commercial strategy across key market segments.

This leadership role supports a high-end, mixed-segment business including luxury leisure, corporate, group, and MICE, with a strong focus on revenue growth, market positioning, and brand presence. The ideal candidate brings a strong background in luxury or upscale hotels, proven success leading sales and marketing initiatives, and experience partnering closely with Revenue Management and operations teams.

The property seeks a strategic, hands-on commercial leader who excels at building and coaching teams, crafting segment strategies, and driving performance in a competitive urban market.

Key Qualifications:

Experience in luxury or upscale hotel environments, ideally in major urban markets

Proven leadership across multiple segments (corporate, group, leisure, MICE)

Strong track record in sales strategy, marketing execution, and revenue growth

Ability to collaborate closely with Revenue and Operations to drive total hotel performance

Part of a global brand; this position is part of the hotel's executive committee; leads a team of (5) managers; position is eligible for an annual EC bonus.