

THE PENINSULA

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JOB DESCRIPTION

<p><u>Job Title:</u> Marketing and Regional Sales Coordinator</p> <p><u>Department:</u> Sales & Marketing</p> <p><u>Date:</u> February 2017</p>	<p><u>Job Summary:</u></p> <p>The Marketing and Regional Sales Coordinator will report 50% to the Regional Director of Marketing and 50% to the Regional Director of Sales to assist and execute with a variety of sales and marketing tasks plus administrative duties. The marketing side of this position includes assistance with marketing for The Peninsula Chicago including advertising, collateral, social media, and PR events. The sales side of this role includes assistance with planning and executing The Peninsula Hotels annual roadshows, assisting with lead management for hotels worldwide, corporate RFPs, and supporting communication with hotels and clients for the brand.</p>
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Hierarchical Structure:

Supervision received from:

Regional Director of Marketing

Regional Director of Sales

Supervision exercised over:

NA

Key Job Tasks & Responsibilities:

Regional Sales Coordination (50%)

- Assistance with sales and marketing opportunities within key accounts and partners to The Peninsula brand within the region of Midwest and Canada.
- Administrative assistance to Regional Director of Sales with planning of client events, company roadshows and client appointments (includes hotel partners, caterings, transportation, client receptions, etc).
- Assist with Preferred Travel Partner Program/Travel Industry Requests
- Assisting with management of group business leads/accounts per Regional Director. Tracking and recording leads accurately on a group log.
- Organize Month-end Reports (Travel calendar, Monthly activity log, Group Log)
- Assisting with Corporate/Consortia RFP's seasonally.
- Assist with management of Sales Force database support and customer updates (PenClub)
- Goals –monthly Group materialization, tour operator, corporate and GEO reports

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- Billing/Check Requests/Wire Transfers
- Liaise with the Directors of Sales and Marketing for all The Peninsula Hotels
- Expense Reports
- Liaise with corporate office in Hong Kong on monthly expense, brand reports, collateral requirements, schedules, etc.

Peninsula Chicago Sales & Marketing (50%)

- Coordination and assistance with Peninsula Chicago Sales and Marketing initiatives. This position will support the Director of Marketing and liaise with PR, E-Commerce and Marketing teams on advertising, collateral, in house promotional materials and seasonal events.
- In partnership with PR, organization of photography, logos, graphics, etc.
- Work closely with our advertising agency to update materials and create new materials as needed.
- Liaise with corporate office for approvals as needed.
- Administrative assistance with Regional Director of marketing inbox/mail/items for signature.
- Answering and fielding phone calls to the appropriate team members.
- Occasional assistance with booking travel.
- Assistance with managing schedule and appointment requests for Director of Marketing.
- Processing of Sales/Marketing/PR invoices and vendor follow up
- Assistance with monthly P&L. Reviewing items and assuring correct amounts, working with Regional DOM and finance teams on accuracy.
- Administrative assistance with meeting minutes and follow up; type agendas and take minutes for bi-weekly Marketing Meetings and distribute to appropriate parties post meeting.

This position will interface with:

- Chicago Sales, Marketing, Revenue,
- Hotel operations department e.g. F&B, Spa, Catering ... etc.
- Executive Office
- Vendors: e.g agencies, media partners, etc.
- Social media influencers, potentially bloggers and media
- Hotel colleagues globally (lead management)
- Corporate office

Key Performance Indicators:

- Organizational skills
- Accuracy and detail of work required
- Execution of tasks required in a timely and proficient manner

Photography or graphic design skills preferred but not required
This Job Description is not exhaustive of all job tasks but a guide, and tasks may be added or removed by your immediate supervisor according to changes that may occur in the working environment

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Personnel Specification		
Specification	Essential	Desired
Knowledge & Skills	<ul style="list-style-type: none"> - Excellent interpersonal communication skills - Skilled in MS Office - Advanced proficiency in Microsoft Word and Excel and PowerPoint are essential - 	<ul style="list-style-type: none"> - Base knowledge of CS (Adobe, Photoshop etc.)
Education, Training Qualifications	Bachelor's Degree	Majored in Advertising, Marketing, PR, Communications or Hospitality
Experience	Required 1 year of work or internship experience in work or in hospitality, luxury retail, advertising, marketing or sales.	Administrative experience
Personality	<ul style="list-style-type: none"> • Multi-tasker • Must have ability to support more than one individual and pitch in with company projects as needed • Excellent communication skills • High attention to detail • Must be able to work in fast pace environment. • Calm, ability to “multi-task”, mature, outgoing personality with projecting a warm-genuine hospitable demeanor. 	
Language	English	Another foreign language