

Responsibilities and Expectations of a Sales & E-Commerce Manager



- Manage online distribution and brand engagement.
- Analyze web traffic and trends; proactively introduce new ideas and innovative functions/features to enhance customer experience and create differentiation as well as increase revenue.
- Target audience who are in-market but who have yet to visit Hotel website or engage with the brand. Work with partners who will provide display prospecting to CPA targeting services.
- Generate direct bookings by carrying out Meta Search campaigns on sites such as Trip Advisor, Trivago, Kayak etc.
- Analyze and reply to comments on Trip Advisor and other online feedback channels to ensure customer satisfaction and gather concerns/complaints regarding service or the property.
- Respond to customer-generated social media posts as well as incoming customer email inquiries.
- Enhance company's web footprint through social media as well as other strategically relevant online properties to develop online conversion initiatives and strengthen international presence of hotel.
- Implement various online marketing campaigns such as email marketing and display marketing. Monitor results and reports.
- Partner with agencies and property teams to optimize and track campaigns.
- Design new packages and special offers to attract more foot traffic. Ensure product catalogue is full, supported with effective descriptions, product images, technical specifications, prices etc.
- Ensure and maintain consistent message and offers across all online channels OTAs, travel sites, booking engines etc.

- Plan and coordinate company presence at community events, trade shows and other venues.
- Conduct market research of competitor brands, costing, service level and customer satisfaction etc.
- Provide innovative web solutions to improve overall experience/efficiency such as:

Online Check-In; eliminates the need to wait at the check-in desk and allows staff more time to provide a more personal service.

E-Concierge; automated web-based program with two conjoint platforms: one to handle guest service requests and dispatches interdepartmental work orders or tasks, the other for hotel staff to accept tasks, create new ones and review guest profiles for customized service.