

VACANCY

Sales Manager

Requirements

- Minimum of 2 years of sales experience in the hospitality industry in Belgium
- Multi-property sales management
- Goal oriented with a commercial outlook
- Strong communication and presentation skills
- Self-starting

📍 Brussels 📁 Minimum of 2 years experience

Hotel Co 51 is fast-growing a presence in the hotel industry as a franchise of Marriott International Inc. The hotels are popular with modern travelers and have a warm, inviting and modern ambiance. The Sales Manager will discover commercial and sales opportunities to increase the revenue for two hotel properties in Brussels.





ABOUT THE COMPANY

Hotel Co 51

With its home base in Amsterdam, Hotel Co 51 is a hotel management company with more than thirty-five hotels in its portfolio. They have a franchise agreement with Marriott International Inc.; mainly Moxy Hotels, Courtyard by Marriott and Residence Inn by Marriott. The hotels are known for their relaxing, friendly and modern vibe that attracts the newest generation of travelers.

“Hotel Co 51 is a fast-growing hotel operator, breaking new ground with our sustainable, feel-good and people-centered philosophy.”

– Tobias Linder, Chief Executive Officer

Marriott International has a major portfolio in the hotel industry, with their head office in Bethesda, Maryland, USA. They own thirty brands and 7,000+ properties in 131 countries and territories. This global presence offers guests more ways to connect, experience and expand their world. Founded by J. Willard and Alice Marriott and guided by family leadership since 1927, their original principles of excellence, integrity and a people focus are still key to their the company culture.





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The Sales Manager will proactively solicit and handle sales opportunities for two Belgian properties. One is Courtyard by Marriott Brussels EU, and the other is Moxy Brussels City Center. These accounts also deliver internationally, for the UK and Europe.

The Sales Manager works closely with the Marriott Global Sales Team, UK National Sales Team, as well as their Hotel Co 51 sales colleagues. They target global and local accounts in the Transient, Group, Leisure and Wholesale Markets. They will manage relationships with internal and external stakeholders and make sure that potential prospects become fans of the hotel.

The Sales Manager will assist in leading the day-to-day activities to drive demand for each property and location. This role will develop a commercial strategic plan and interpret the business objectives. They participate in sales calls to acquire new local and national customers in corporate and leisure, and ensure inclusion in relevant global travel programs. They also execute operational activities for business bookings, such as proposals, contracts and customer correspondence.



Being up-to-date with market trends and target customer information is vital for success in this role. The Sales Manager serves customers and maximizes revenue as well as identifies new business opportunities to achieve revenue goals. In addition, they support the company’s service and relationship strategy and enhances customer loyalty by delivering excellent service throughout each customer experience.

In this role, the Sales Manager will travel between hotels and meet clients virtually and in person. They will report into the Regional Sales Manager of France and Belgium. ■



Interested? Hotel Co 51 has appointed Top of Minds to fill this vacancy. To express your interest, please contact Oliver Tonnar at oliver.tonnar@topofminds.com.



“The Sales Manager focuses on building long term, value-based customer relationships that enable the hotel to achieve revenue objectives.”

John Farrelly, Corporate Commercial Lead