

# DIRECTOR OF SALES, MARKETING & EVENTS

Park Hyatt Toronto | Toronto, Ontario, Canada







## Experience Luxury at our Hotel in Toronto's Yorkville Neighborhood

After an extensive four-year renovation, the reimagined Park Hyatt Toronto welcomes guests back to our luxury hotel nestled in Toronto's Yorkville Neighborhood near downtown. Tour world-renowned museums and art galleries, enjoy a treatment at Stillwater Spa or visit our rooftop bar for deliciously crafted cocktails and stunning city views.

### Amenities

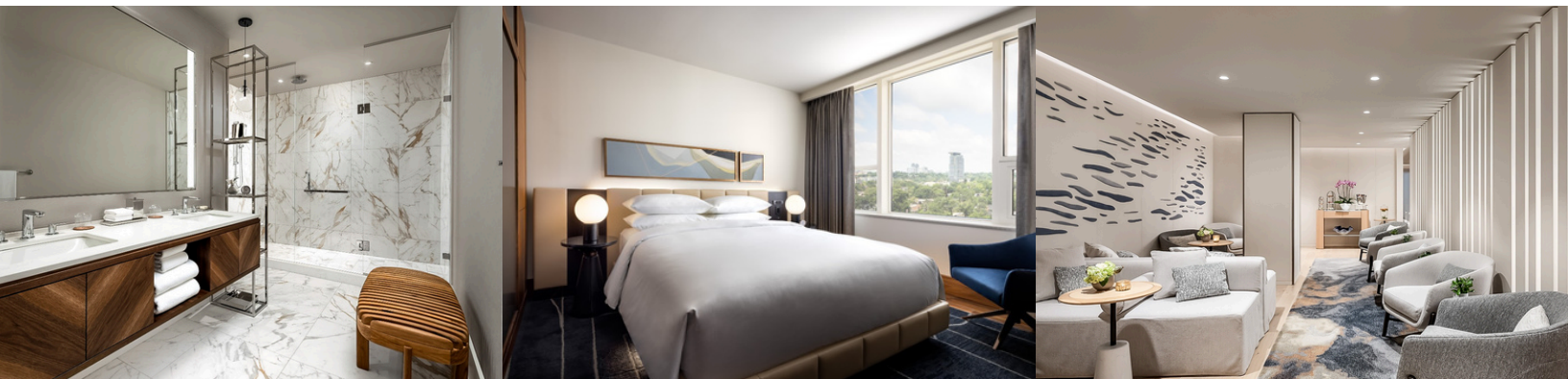
- On-Site Restaurant
- Room Service
- Fitness Center
- Spa
- Pet-Friendly
- Business Services
- Laundry
- Concierge
- Meeting Facilities

## POSITION SUMMARY

Be a part of something bigger. Make a difference in the lives of those around you. Love where you work. Join a family that values respect, integrity, empathy, inclusion, experimentation and wellbeing. At Hyatt, diversity, equity, and inclusion are at the core of our purpose, to care for people, so they can be their best.

Join the team that is bringing in a new era to a Toronto legacy hotel. Recently renovated with striking architecture, art and bespoke culinary experiences, Park Hyatt Toronto offers a sophisticated, approachable luxury with distinct character highlighting our Yorkville location. Toronto's effervescent Yorkville neighborhood is one of the city's shining jewels. Lined with upscale boutiques, Victorian-era homes, and chic restaurants, the posh enclave still retains some of its artsy vibes—leftover from its past life as a bohemian hub for musicians. Here is where you'll find Park Hyatt Toronto, surrounded by world-class institutions like the Royal Ontario Museum and University of Toronto-St. George Campus.

We are looking for an exceptional growth minded leader who can motivate and develop an experienced sales team while building local and international relationships to continue to grow business and revenue for the beautiful Park Hyatt. This exciting senior leadership position requires an innovative and proactive approach to sales generation, and we are looking for a dynamic sales leader to join our team.





## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Direct leadership of the Sales and Events team. The DOSE has responsibility of the Sales and Events Budget/P&L, revenue forecasting, developing, and writing business plans, and ownership engagement.
- Developing, implementing, and monitoring the hotel's sales strategy to achieve and exceed forecasted revenue targets in Rooms, Food and Beverage and all other revenue-generating departments.
- Responsible for short and long term planning and the management of Event Sales and Event Planning.
- Manage the hotel sales and events contracts and achievement of the hotel revenue plan.
- Manage key sales accounts whilst developing strategies for pricing, inventory, and sales revenue allocation.
- Attend major travel, trade and corporate functions and conduct sales trips based on business priorities which may include travel on weekends and evening events.
- Retention and acquisition of corporate business.
- Maintain or exceed budgeted sales and profits in all event areas.
- Experience evaluating each piece of event business to ensure business can be properly serviced.
- Building and maintaining strong client relations and developing accounts to increase market share across all revenue streams – locally, nationally, and internationally.
- Interact with the operation team to ensure understanding of guest needs and in creating a working relationship within all areas of the operation.

## QUALIFICATIONS

- Sales and Events experience in hotel, airline, luxury retail or travel related industry is preferred.
- Excellent interpersonal, communication, presentation, and time management skills.
- Proven sales experience with the ability to lead, guide and achieve personal revenue goals.
- Ability to use analytical data to create a sales strategy with a results-driven approach.
- Strategic orientation with the know-how to problem solve under pressure.
- Proficient in Microsoft Office programs and TravelClick Suite of reports.

## TOP PRIORITIES

- Conduct a listening tour with the sales, marketing and PR/communications team and executive committee members
- Brand Positioning and Awareness: Strengthen the hotel's brand identity through targeted marketing campaigns, emphasizing unique selling points and luxury experiences that appeal to the target audience.
- Partnership Development: Establish and nurture partnerships with local businesses, tourism boards, and travel agencies to create mutually beneficial opportunities and enhance the hotel's visibility.



## KEY CHARACTERISTICS

- **Strong Networking Skills:** Ability to build and maintain relationships with corporate clients, travel agents, and local businesses, prioritizing trust and transparency.
- **Industry Knowledge:** In-depth understanding of the hospitality market, luxury trends, and competitor analysis to inform strategy, guided by ethical practices.
- **Sales Acumen:** Proven track record in sales, with expertise in developing and executing strategies that maximize occupancy and revenue while upholding integrity.
- **Leadership Skills:** Ability to inspire and lead a sales team, fostering a collaborative culture that values ethical behavior and accountability.
- **Analytical Mindset:** Proficient in using data and metrics to drive decision-making, ensuring ethical considerations are part of the analysis.
- **Exceptional Communication:** Strong verbal and written communication skills to effectively present ideas and negotiate deals while maintaining honesty and clarity.
- **Creative Problem-Solving:** Ability to think outside the box and devise innovative solutions that align with the hotel's values and ethical standards.
- **Adaptability:** Flexibility to respond to market changes and evolving client needs, while remaining committed to ethical practices.
- **Passion for Luxury Hospitality:** A genuine enthusiasm for the luxury segment, which translates into authentic guest interactions and service excellence.



**John Brich**

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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, John Brich.**

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