



DPLLeisure

We are a subsidiary of David Pieris Racing & Leisure (Private) Limited, part of the David Pieris Group, and are engaged in developing a water park to international standards in Bandaragama to complement our internationally accredited karting circuit.

Be a part of our growing team

SALES MANAGER

RESPONSIBILITIES

- Develop and implement a strategic sales plan to attract corporate clients & Institutes.
- Drive sales through a strong CRM plan in addition to effective online activity and liaising with the Marketing Team to optimize website traffic and digital media footprint.
- Work closely with General Manager and Finance Manager to determine monthly forecasts for annual admissions, yield and revenue for all channels whilst carrying out regular reviews aligned to performance of attractions.
- Work closely with General Manager and Operations Manager to plan in-attraction spends in line with marketing activities and maximize guest satisfaction scores.
- Submit comprehensive sales reports to Board of Directors and General Manager detailing marketing activity, effectiveness and ROI.
- Recommend and develop new products in order to increase profitability and upselling opportunities.
- Develop the Sales Team whilst establishing a solid succession plan for the sales division.

REQUIREMENTS

- A Bachelor's Degree or a professional qualification preferably in marketing from a recognized institution such as CIM, SLIM or an equivalent; an MBA will be considered an added advantage.
- A minimum 10 years' of experience with direct supervisory experience of a sales and/or marketing team in the Leisure and Hospitality Sector.
- Strong ties with the Travel Trade and Hospitality Industry with extensive knowledge of leisure activities, commercial recreation, and/or large water park/ recreational facility would be an advantage.
- Ability to analyse and resolve problems supported with good judgement and make independent timely decisions whilst maintaining strong ethical standards that are consistent with company policies and rules.
- Excellent organizational, supervision, management, negotiation and analytical skills along with good verbal and written communication skills in English and Sinhala.

Apply by email or post, within seven (07) days of this advertisement, providing contact details of two non-related referees and indicating the position applied for in the subject line or top left corner of the envelope.



David Pieris
Group of Companies

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