



JOB DESCRIPTION-1919 HOTEL SALES & MARKETING MANAGER

General Description/ Primary Purpose:

The 1919 Hotel Sales Marketing Manager develops and executes sales and marketing strategies to maximize revenue by increasing occupancy and leveraging hotel facilities, as well as other space on the campus that can promote event and meeting functions. Key responsibilities include managing client relationships, analyzing market trends, developing promotional campaigns, overseeing digital and traditional marketing, and collaborating with other departments to ensure guest satisfaction and achieve financial goals.

Classification: Full- Time, Exempt Staff

Salary: To commensurate with education and experience, plus full fringe benefits.

Appointment: 12 month appointment

Overview:

Murray State College is a small, open-door community college that provides personal growth and professional success opportunities to students of all educational backgrounds. Employees at MSC will flourish in a family-like environment that offers collegiate support and opportunities for advancement.

Located in the heart of the Chickasaw Nation, MSC's service area comprises small towns with low cost of living and numerous natural attractions which offer fishing, hiking, and camping. Conveniently located within a two-hour drive of Dallas and Oklahoma City, MSC offers the best of both worlds: small-town life with access to big city offerings.

Job Functions:

1. Develop and implement comprehensive sales and marketing plans to achieve revenue targets.
2. Conduct market research, analyze competitor rates, and identify trends and opportunities to adjust strategies accordingly.
3. Build and maintain relationships with corporate clients, travel agents, and event planners; negotiate contracts and close deals.
4. Oversee digital and traditional advertising, manage online presence (social media, website), and create promotional materials and campaigns.
5. Develop and manage the sales and marketing budget, track performance, and prepare reports on key metrics and forecasts.
6. Manage key accounts, handle customer complaints, and ensure high levels of client satisfaction to encourage repeat business.

7. Lead, mentor, and train the hotel team to achieve objectives.
8. Work with other hotel departments to ensure seamless operations and a positive guest experience that supports sales efforts.
9. Perform other duties as may be assigned by supervisors.
10. To meet objectives of virtual work-related situations and/or extended periods when working from home, all faculty and staff must have access to 24/7 reliable off-campus Internet.
11. Complete National Incident Management Systems (NIMS) Training: General Role: IS-100.HE and IS-700.a and all other training assigned by the Human Resources department.

Required Knowledge, Skills, and Abilities:

Individuals must possess the following knowledge, skills, and abilities or be able to explain and demonstrate that the individual can perform the job's essential functions, with or without reasonable accommodation, using some other combination of skills and abilities.

- Strong communication and interpersonal skills.
- Excellent negotiation skills.
- Proficiency in computer software, including CRM systems.
- Knowledge of hospitality marketing and brand positioning.
- Ability to analyze data and understand market dynamics.
- Experience with sales, marketing, and revenue management principles

Other Ergonomic Requirements:

In performing job functions, some amount of stooping, kneeling, bending, crouching, lifting, walking, carrying, and other movements may be required. Tasks such as typing and working at a computer keyboard involve extensive wrist and hand movements. All individuals are required to perform these movements without a significant risk of injury to themselves or others or to demonstrate otherwise or explain how they can perform the job's essential function.

Hours:

Monday–Thursday, 8:00 a.m. to 5:00 p.m., and Friday, 8:00 a.m. to 12:00 noon (37.5-hour work week). A flex schedule may be utilized if deemed necessary by the area supervisor for the functionality of the department. Work schedule is subject to change based on the needs of the department.

Qualification Standards:

- 1. Minimum Education:** Associate's degree in Business, Marketing, or Hospitality required; Bachelor's degree preferred.
- 2. Minimum Experience:** Two years of related professional experience required; experience in the hospitality field preferred.
- 3. Professionalism:** Members of the Murray State College staff are expected to show professional competence, integrity, and enthusiasm in the performance of all responsibilities.
- 4. Image:** Murray State College employees are expected to maintain a neat, well-groomed, and professional image at all times while performing their responsibilities.
- 5. Background Check:** The successful candidate must give permission to have a formal background check conducted and employment is contingent upon the results of the national criminal and sex offender background check

Application Process:

1. Letter of application.
2. Resume.
3. Unofficial college transcript(s). NOTE: Official college transcript(s) required upon employment.
4. Completed MSC employment application.
5. Submit a Background Check Consent Form

Submit Application to:

Human Resource Office
Murray State College
One Murray Campus, Suite AD 104
Tishomingo, Oklahoma 73460
MSCemployment@mscok.edu

Application Deadline:

Position will be filled when an acceptable candidate is identified.

MSC participates in E-Verify.

MURRAY STATE COLLEGE IS AN EQUAL OPPORTUNITY EMPLOYER. Murray State College, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other Federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, or status as a veteran in any of its policies, practices, or procedures. This includes but is not limited to admissions, employment, student financial aid, and educational services.