

THE DOMINICAN

Function: Director of Sales
Department: Sales & Marketing
Direct responsible: General Manager
Contract: Full time

Key Responsibilities

- You will lead the Sales Department, setting strategic direction and ensuring the achievement of revenue targets across all market segments, with a strong focus on B2B corporate accounts and group business.
- You will develop, maintain, and deepen relationships with key corporate clients, industry partners, and stakeholders, fostering client loyalty and long-term partnerships. You will oversee all contractual agreements and ensure alignment with the hotel's commercial objectives.
- You will monitor market trends, competitor activity, and client booking patterns to identify new opportunities and guide proactive business development initiatives. You will lead negotiations for annual corporate agreements and strategic contracts to maximize revenue potential.
- You will oversee the management of Requests for Proposals (RFPs) from international and local corporate clients, ensuring a smooth and professional process. You will collaborate with Design Hotels and other partners to support international contracting and strategic business alignment.
- You will plan and execute corporate networking events, FAM trips, and client engagement activities to strengthen client relationships and showcase the hotel's offerings.
- You will lead the identification and negotiation of strategic collaborations with luxury brands, cultural partners, and art initiatives, working closely with Marketing and other departments to maximize brand synergy.
- You will provide accurate and insightful reporting on departmental performance, analyzing data to inform commercial strategy, pricing decisions, and market positioning.
- You will represent The Dominican at trade fairs, industry events, and professional gatherings, building the hotel's profile and expanding the corporate network.
- You will mentor and guide the Sales team, ensuring they meet individual and collective targets, maintain professional standards, and deliver exceptional client experiences.

The Ideal Candidate

- Proven leadership experience in hotel sales or a similar luxury hospitality environment, with a track record of exceeding revenue targets.
- Strong strategic mindset with excellent analytical and negotiation skills.
- Exceptional communication and presentation skills in English and French; Dutch is a strong plus.
- Professional appearance and demeanor, reflecting the luxury positioning of the hotel in all client and partner interactions.
- Ability to inspire, motivate, and develop a high-performing sales team while fostering collaboration across departments.

- Deep understanding of the corporate and events market, with a passion for hospitality and delivering exceptional guest experiences.

Overall & General Tasks

Lead and supervise the Sales team, including Sales, Marketing, Revenue Management, Reservations, and Conference & Events.

- Lead account management and prospecting, together with one or more account managers, on the Brussels and international market for the different segments (Corporate, MICE, Government, Leisure).
- Establishing the necessary action plans within the team
- Lead sales and yield meetings
- Evaluate the results through the analysis of reports and take the necessary strategic actions
- Prepare monthly comments for CHC headquarters
- Build up and maintain own network
- Establish and maintain relationships with CHC and Design Hotels
- Further setting up and guiding the office organization
- Responsible for the rate program and setting the prices and price strategy
- Together with the Marketing Manager, set the budget and execute a general hotel PR plan

Qualifications & requirements

- Commercially skilled and experienced
- Persuasive
- Strategic
- Diplomatic
- Analytical
- Structured
- Decisive
- Multilingual (bilingual NL/FR, NL/ENG or FR/ENG is a must)
- Having perfect writing and speaking skills
- Having an eye for detail
- Goal-oriented
- Creative

We are

The Dominican is a 4* deluxe design hotel, a destination for elegance in the historical centre of Brussels. The Dominican is the first member of Design Hotels™ in Belgium, distinguishing itself by offering a unique product and indulgent hospitality.

The hotel offers 150 rooms, 3 meeting salons, a gym with sauna & hammam, a restaurant, bar & terrace.

Hungry for more details

You receive a competitive salary, a meal on duty, The Dominican Experience, a yearly complimentary stay @ Carlton Hotel Collection and staff rates @ Design Hotels.

Do you think we have a match?

Send your CV and motivation letter to human.resources@thedominican.be

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