



THE DOMINICAN INTERNSHIP

Function: Sales & Marketing Management internship
Department: Sales & Marketing
Direct responsible: Account Manager & Marketing coordinator
Contract: full time

Objectives and tasks in Sales (2/3 days a week)

- Account management preparations
- Participating / brainstorming on pricing strategy.
- Database maintenance
- Perform translations
- Organising the stay for VIP guests and preparing corporate events.
- Assistance to sales activities, negotiations.
- Assists to statistics updates and its interpretation.
- Supports the relationships with corporate clients.
- Assists to prospect the local (national) corporate market.
- Assists with site inspections for (potential) corporate clients or interested students / schools.

Objectives and tasks in Marketing (2/3 days a week)

- Acquiring basic knowledge on the various techniques associated with the hotel sector
- Using the proper strategies for maximum benefit, this knowledge can be acquired during the training period provided the trainee completes this period with maximum effort.
- Undertaking marketing research so that consumers can be targeted easily, this should be done by understanding the requirements of the customers and fulfilling them properly.
- Analyzing the customer's demographic details in addition to forming marketing strategies accordingly.
- Updating the online presence of The Dominican amongst various third party seller
- Maintaining brand awareness, analyses and conduction SWOT analyses on hot-running items
- Planning, producing and maintaining in-house branding withing the line the brand book
- Brainstorming year plan marketing
- Reviewing statistics and report to Marketing resposable
- Monthly analyses

Qualifications & requirements

- Diplomatic
- Analytical
- Structured
- Decisive
- Multilingual (bilingual NL/FR, NL/ENG or FR/ENG is a must)
- neat and professional appearance
- Having perfect writing and speaking skills
- Having an eye for detail
- Creative