

SALES MANAGER MICE

FLI Hospitality Management is a hotel management company uniting several international hotel brands in Belgium and France. Our company is a fast-growing business, with an ambition to acquire more properties in the Benelux, characterized by an open atmosphere where we value teamwork.

To support our growth, we are looking for a strong **Sales MICE Manager** to strengthen our head office team and support the hotel portfolio.

You will be working in partnership with our local hotel sales teams and GM's and will be reporting to the Director of Sales and Marketing.

Our office is based in Antwerp and regular visits to the hotels will be required (including Ghent, Antwerp, Hasselt, Liège, Calais). To detect new business and to represent the FLI hotels, travelling is an important part of the job.

FOCUS

You will be responsible for achieving all MICE related room nights and associated F&B (Banquet) revenue targets. Your main goal is to reach the budget for the residential, group and banquet segments, generating a maximum of leads and confirmations.

This will be accomplished through driving and securing new business for the hotel portfolio and maximizing revenue opportunities. You identify future opportunities within the industry and build positive long-term relationships.

JOB OBJECTIVES

- The Sales MICE manager has all the insights of the Meeting and Event Industry in Belgium, The Netherlands and Germany.
- You have a strong experience with hands-on business development and a proven track record in achieving sales results.
- Your top priority is to increase sales volume and profitability (YOY) by executing sales activities and creating and maintaining a MICE client portfolio.
- You ensure a maximum occupancy of the meeting and event spaces and rooms on a daily basis for the hotels of the portfolio.
- You know how to qualify your leads and to follow up through the contract.
- You have experience in managing large convention spaces.
- You establish standards for client proposals in order to maximize profit while satisfying guest needs.

- You have knowledge of benchmarking in Belgium, Netherlands and Germany.
- You attend the monthly Business Review meetings.
- You maintain effective correspondence and communication with the Sales teams in the hotels. You train them where necessary.
- You participate in tradeshows, forums and workshops.

PERSONAL SKILLS

- You combine a Bachelor's degree with at least 3 years of experience in MICE Sales positions and 5 years of experience within the hospitality industry.
- You have an entrepreneurial spirit and show the necessary leadership to take ownership of a part of the business.
- You actively 'hunt' new business with drive and determination.
- You translate the market needs into product & service requirements that answer future market tendencies.
- You are a born relationship and network builder with top negotiation and closing skills.
- You manage your time effectively; you prioritise and achieve deadlines.
- You have an open & positive mindset.
- You have excellent written and verbal language skills in Flemish, English & French (German).
- You are guest-oriented and service-minded.
- You are willing to travel very frequently.

WE OFFER

- We offer a stimulating atmosphere where we embrace autonomy and where you can develop your talents in an ambitious company.
- We will provide a competitive salary package according to your experience including:
 - a company car, mobile phone, laptop
 - a yearly bonus when targets are met
 - a very attractive group and hospital insurance
 - 12 extra compensation days

CONTACT & APPLICATION

Please send your detailed CV and supporting documents to career@fligroup.eu to the attention of Mrs. Tine Smets, Director of Human Resources.