

## JOB DESCRIPTION

Director of Sales & Marketing  
AL AHSA, KINGDOM OF SAUDI ARABIA

### THE LODGE

Slated to open its doors in Q2 2025, ENVI Al Nakheel consists of twenty-five pods nestled among date palm trees, with each featuring its own private pool.

Located in Al Ahsa, a region renowned for being one of the largest date producers worldwide, the lodge offers guests the opportunity to immerse themselves into the world of dates. From culinary delights to spa treatments, agricultural activities, wellness programs, and creative workshops, guests have the chance to embrace the multifaceted nature of this special fruit during their stay.

### THE ROLE

ENVI Al Nakheel is looking to hire an experienced Director of Sales & Marketing.

The Director of Sales and Marketing is a critical pre-opening team member responsible for developing and executing the sales and marketing strategy for ENVI Al Nakheel. This role involves establishing the property's market positioning, building a network of strategic partnerships, and driving pre-opening awareness to ensure a strong launch. The ideal candidate is a seasoned professional with a deep understanding of pre-opening dynamics, exceptional leadership skills, and a passion for sustainable hospitality.

The role reports to the hotel General Manager and ENVI Corporate Director of Sales & Marketing.

### RESPONSIBILITIES

PRE-OPENING & DAILY  
RESPONSABILITIES

#### 1. Sales:

- Monitor and analyze sales performance and provide actionable insights for improvement.
- Build and maintain relationship with external partners, such as travel agencies, corporate clients, tourism board, business groups to drive business opportunities.
- Prepare monthly activity report.
- Set up and optimize systems, including CRM, digital marketing platforms, and sales reporting tools.
- Develop sales and marketing SOPs tailored for pre-opening needs.

#### 2. Marketing:

- Ensure the implementation of marketing strategies to attract new guests and retain existing ones.
- Develop and promote the property's unique selling points, aligned with ENVI's sustainability and luxury brand ethos.
- Oversee the creation of promotional materials, digital assets, and content to build excitement and attract early adopters.
- Collaborate with social media agencies and media outlets to generate buzz and ensure consistent media coverage

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## RESPONSIBILITIES PRE-OPENING & DAILY RESPONSABILITIES

### 3. Revenue Management:

- Oversee the pricing strategy and management of rooms inventory. Use data analytics to forecast demand and adjust prices across all distribution channels accordingly to maximize occupancy and revenue.
- Overseeing the reservations team.

### 4. Community and Sustainability Engagement:

- Build strong ties with the Al Ahsa community, incorporating local culture and heritage into the property's offerings.
- Promote and integrate ENVI's sustainability initiatives into the sales and marketing approach.

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## REQUIREMENTS

### 1. Education and Experience:

- Degree in Business Administration or a related field is required.
- +5 years experience in hotel industry sales / revenue department.
- Experience in Saudi Arabia is a must.
- Prior experience in a generating sales from Riyadh, Jeddah market and experience in managing sales via digital distribution platforms , is highly desirable.

### 2. Leadership and Communication Skills:

- Excellent communication and interpersonal skills to effectively collaborate with teams, senior management, and external stakeholders.
- Natural in fostering relationships and strong commercial mindset.

