

## **DIRECTOR OF SALES - GOLF PROFILE: HERITAGE RESORTS & GOLF UK BASED**

### **DIRECTOR OF SALES - GOLF OPPORTUNITY AT HERITAGE RESORTS & GOLF**

The Director of Sales – Golf will lead the expansion of the golf segment across all source markets, driving sales, occupancy, and financial performance for Heritage Resorts’ golf courses and resorts. With a particular focus on the newly opened La Reserve Golf Links, the role is pivotal in building strategic partnerships, enhancing customer acquisition, and ensuring commercial success. Reporting to the Head of Sales – UK & European Markets and the Chief Commercial Officer in Mauritius, the position requires developing relationships with B2B partners, negotiating reciprocal agreements, and driving growth through wholesale and direct channels. This UK-based role encompasses global responsibilities, requiring collaboration with sales teams, ambassadors, and local stakeholders. The successful candidate will have strong commercial acumen, an understanding of golf market dynamics, and a proven track record in sales within the golf or hospitality industries.

### **ABOUT HERITAGE RESORTS & GOLF**

Heritage Resorts, situated in Mauritius's breathtaking Bel Ombre region, offers a blend of luxury hospitality, natural beauty, and world-class golf. The new La Réserve Golf Links, designed by Peter Matkovich and Open Champion Louis Oosthuizen, is the island's first and only contemporary links course. This par-72 course embraces coastal terrain, offering golfers sweeping ocean views, fast fairways, and a true links experience. The Le Château Golf Course, also designed by Matkovich, is a championship par-72 course set amidst lush, rolling landscapes and mature trees, blending challenge and beauty. Guests can stay at the elegant Heritage Le Telfair Golf & Wellness Resort or the vibrant, family-friendly Heritage Awali Golf & Spa Resort, offering refined accommodations and excellent amenities. Beyond golf, each resort offers a variety of dining outlets, a beach club, a nature reserve, and luxury spa amenities for an all-encompassing, unforgettable experience against a backdrop of breathtaking landscapes.

**HERITAGE RESORTS & GOLF WEBSITE:** [www.heritageresorts.mu](http://www.heritageresorts.mu)

### **DIRECTOR OF SALES - GOLF POSITION OVERVIEW**

The Director of Sales – Golf reports to the Head of Sales – UK & European Markets in the UK and the Chief Commercial Officer in Mauritius.

### **KEY RESPONSIBILITIES**

#### **B2B Partner Development**

- Expand and diversify the B2B partner base to support a robust customer acquisition strategy targeting discerning and avid golfers.
- Foster relationships with travel agents, golf tour operators, and other relevant businesses to promote La Reserve Golf Links.
- Take ownership of new and existing tour operators and mainstream golf performance.
- Creating and executing a comprehensive sales plan and exploring new and emerging markets.

#### **Reciprocal Agreements**

- Negotiate and establish reciprocal agreements with premier golf courses in key source markets.
- Ensure that all deliverables from these partnerships are met and maintained effectively.

#### **Sales Team Collaboration**

- Work closely with the B2B sales team to develop targeted plans that increase golfer market share beyond golf tour operators.

- Analyze market trends and customer preferences to inform sales strategies.

#### **Channel Management**

- Drive the golf commercial agenda across both wholesale and direct channels.
- Identify and implement promotional strategies that enhance the visibility and sales of golf offerings.

#### **Golf Ambassador Program**

- Oversee the commercial aspects of our golf ambassador program, ensuring alignment with sales objectives and brand messaging.
- Collaborate with ambassadors to enhance brand visibility and drive customer engagement.

#### **Local Market Strategy**

- Develop and execute a local market strategy with Le Chateau Golf Course to boost revenue for the Heritage Golf Club.
- Engage with local stakeholders to promote golf initiatives and events.

#### **Pre-in-Post Stay Program**

- Drive a comprehensive pre-in-post stay approach to increase golf penetration among guests.

#### **PREFERRED EXPERIENCE**

- Proven track record in sales, preferably within the golf or hospitality industries.
- Strong negotiation and relationship management skills.
- Excellent understanding of the golf market and customer segments.
- Ability to work collaboratively with cross-functional teams.
- Strong analytical and strategic thinking capabilities.
- Commercially strong, proven track record of delivering results

#### **PREFERRED QUALIFICATIONS**

- Bachelor's degree in business administration, Marketing, Hospitality Management, or a related field.
- Additional certifications or courses in sales, marketing, or the golf industry would be an advantage.

#### **SALARY AND BENEFITS**

Salary is commensurate with qualifications and experience. The facility offers an excellent package.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your CV and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used in your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Head of Sales – UK & European Markets, Caroline Tija**, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Heritage Resorts & Golf will be beneficial to you, your family and your career if selected.

**You must apply for this role as soon as possible but no later than Friday 3<sup>rd</sup> January 2024.**

**IMPORTANT:** Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Heritage Resorts”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you cannot go back in and add additional documents.

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Michael Herd [Michael.herd@kkandw.com](mailto:Michael.herd@kkandw.com) and Patty Sprankle: [patty@kkandw.com](mailto:patty@kkandw.com)

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