



Title: Sales & Marketing Director

Reporting relationship: directly to the president and owner.

Job Description

Key Responsibilities

- Design, execute and evaluate long-term and short-term integrated marketing and sales campaigns for Linden Tree Retreat & Ranch's various revenue streams.
- Source and manage relationships with and evaluate the effectiveness of web sites Booking.com, Expedia, TripAdvisor, Reiten Weltweit, DayToursWorld etc.
- Develop and implement a foreign market sales strategy, especially focused on german speaking markets, Scandinavian countries, United Kingdom.
- Develop, implement and manage a Key Account Management multi-disciplinary strategy around key customers and Linden Tree Retreat & Ranch guest network.
- Identify and develop new sources of revenue for Linden Tree Retreat & Ranch through strategic partnering and developing international and new markets.
- Implement new practices in marketing communications to grow revenues.
- Advice and develop strategies on Linden Tree Retreat & Ranch media and public relations, advertising, social networking, external communications as well as market and customer research.
- Ongoing management and development of the Linden Tree Retreat & Ranch web site that serves customer, staff and partner needs.

Experience & Qualification Requirements

- Experience in marketing and sales management in tourism sector with a thorough knowledge of marketing principles, product and service management, sales and business development, along with a demonstrated track record of success and performance.
- The ability to understand changing market dynamics, translating them into actionable strategy and implementing the strategy to achieve pre-set objectives as determined by the sales & marketing plan.
- Practical experience in the application of multimedia marketing and social media as part of integrated marketing campaigns.
- Demonstrated strong commercial acumen and skills to build new channels to market either directly or through strategic partnerships.
- A deep understanding of the strategic marketing and selling process.

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- Experience in managing budgets effectively, financial reporting, setting up effective metrics and business processes.
- Knowledge and experience of the executive educational environment would be beneficial.
- International experience would be a distinct advantage.

Personal Qualities

- The ability to build and maintain a high performance culture through effective performance management methods
- An excellent project manager
- Excellent communication and presentation skills, English and German language fluently spoken and written required.
- This role requires an excellent change agent, using a style of management that mentors/coaches staff to inspire their best performance.
- Superior strategic planning and organisational skills with a hands-on execution style.

About Linden:

- Linden Tree Retreat & Ranch is the only genuine guest ranch in Croatia, surrounded by 2 million acres of UNESCO protected pristine wilderness. As Croatia's premier horse and riding destination, we welcome a select number of visitors during the most beautiful months of the year to share in the delights of our paradise. Our guests are adventurous people from all over the world, who seek and appreciate the finer things in life. They enjoy responsible luxury, horseback riding and other adventures in the wilderness. Plitvice Lakes, Adriatic Coast and other Mediterranean attractions are all within easy reach from our horse ranch. We are open annually from May until the end of October and are offering all-inclusive vacation great for the entire family.

www.lindenretreat.com

Additional information:

- This jobs doesn't require relocation to Velika Plana.
- Travel required, approximately one week per month.

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Contact information:

If you are interested in this exciting role, please submit your Curriculum Vitae to Ina Matijevic, ina@lindenretreat.com. For questions either email or call + 385 99.260.73.73.

All applicants will be reviewed against the above job description and a short-list will be drawn up of applicants to progress through to the recruitment process.

The recruitment process will include a biographical and competency based interview, a presentation and an online personality questionnaire.