



JOB VACANCY

HEAD OF SALES, MARKETING AND COMMUNICATION

We are looking for a passionate and experienced Sales, Marketing and Communications professional to join our pre-opening team and play a key role in launching our new hotel located in Pulau Poh, Kenyir, Terengganu.

Responsibilities:

- Develop and implement integrated sales, marketing and communication strategies to drive hotel revenue, market share and brand visibility.
- Lead and manage all sales activities including setting departmental targets and key performance indicators (KPIs).
- Plan and execute marketing campaigns via digital and commercial, promotional initiatives and branding activities to position the hotel as a preferred destination in Kenyir, Terengganu.
- Build and maintain strong relationships with corporate clients, tourism partners, media and other key stakeholders.
- Collaborate with the operations team to design and promote attractive room packages, tour packages and seasonal promotional offers.
- Prepare, manage and monitor the annual sales and marketing budget, ensuring revenue targets and performance objectives are achieved including developing revenue generation strategies focusing on room sales, group booking, events, and tour packages.
- Oversee public relations and corporate communications, including press releases, media engagement, marketing collateral and promotional materials.
- Conduct market research and competitor analysis to identify emerging trends, new business opportunities and strategic partnership.
- Monitor and evaluate the effectiveness of sales, marketing and communication strategies through regular performance analysis and reporting, ensuring continuous improvement and alignment with the hotel's revenue and branding objectives.

Requirements:

- Bachelor's Degree in Marketing, Hospitality Management, Communications, Business Administration, or any related field.
- Minimum 8 years of relevant experience in sales, marketing, or communications within the hospitality or tourism industry. Experience in resort, eco-tourism, or destination marketing will be an added advantage.
- Pre-opening hotel experience will be an added advantage.
- Strong knowledge of digital marketing, branding and social media management, strong leadership and team management skills.
- Well-established network with corporate clients, travel agencies, tourism boards and media partners is highly preferred.

Remuneration & Applications:

The successful candidate will be offered a competitive remuneration package and excellent career advancement opportunities.

Interested candidates are required to email the application to career@terengganu-inc.com no later than **31 March 2026**. Applications should include full personal particular, current and expected salary, contact telephone number and a recent passport-sized photograph.

Only shortlisted candidates will be notified.