



## Head of Guest Sales

### About us

UnderTheDoormat Group is an award-winning prop-tech company, and our London home accommodation business is one of the leading companies in our sector. We help property owners, portfolio owners and property companies generate higher income through the short term rental industry as well as providing hotel-quality stays for our guests in the comfort of a home.

This is an opportunity to join an exciting, technology-led business with a high energy team who work closely on delivering an excellent customer experience. You will have the chance to learn new skills, be involved in significant projects and make an impact on many different areas of the company.

We are looking for bright and ambitious people to help continue to grow the business. Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities. We celebrate leaders at every level of the business who demonstrate independence in their work while contributing to the culture and broader environment of the UnderTheDoormat team.

### About the role

The Head of Guest Sales will be accountable for leading, hitting and exceeding guest sales targets across our three UnderTheDoormat Group business arms, including:

1. **UnderTheDoormat London** our short-term rentals business arm where we manage short stays on behalf of property owners and deliver 5\* guest stays in over 300 homes across the city, including our flagship aparthotel, 3 Sloane Gardens
2. **Hospira** our B2B SaaS business arm which drives superior income and occupancy for our partners by marketing their properties across an exclusive combination of more than 40 platforms. We partner with property companies and managers who can provide quality hospitality, but not distribution and offer a B2B SaaS solution that gives them a ready-made platform so they can focus on hosting their guests
3. **Trusted Stays** our dedicated platform connecting professional home rentals with government and corporate procurement; the world's first short-term rental platform to enter this world

The role would best suit someone who has a minimum of 5 years proven experience in leveraging partnerships to drive guest sales and can show return on investment within leisure, hospitality and short-term accommodation industries.

### Responsibilities:

- **Develop, lead and execute strategic plan to achieve sales targets and expand customer base** – Accountable for the guest sales strategy and execution to achieve financial targets for all business arms and keep UnderTheDoormat Group competitive and innovative
- **Build and maintain strong, long-lasting customer and partner relationships** – Seek out major clients and partners e.g., government procurement, corporate travel, relocation services, tour operators and form working relationships with the premier buyers in the industry to drive growth for partners and the UnderTheDoormat Group and expand our client base
- **Accurately forecasting future sales and forming sales plans to adapt to constant shifts in the marketplace** – Foreseeing and avoiding stagnation in the marketplace



- **Understand customer trends through data analysis and building relationships** – Partner with customers and analyse data to understand their needs and identify valuable emerging market trends
- **Drive company growth through external industry events** – Serve as a business representative at major industry events, conferences, trade shows and expositions
- **Lead an exceptional and effective sales and reservations team** – Ensure team are offering a quality reservations service to all customers in a timely manner
- **Continuous improvement** – Continuously and proactively identify improvements beneficial to the UnderTheDoormat Group and be accountable for the delivery of any initiatives implemented
- **Personal development** – Participate in any personal development and training that is identified to help you carry out your role more effectively, as well as delivering any team training within your areas of expertise as and when required
- **Values and Behaviours** – Role model, uphold, safeguard and promote our values and behaviours at all times
- **Policies and procedures** – Have good working knowledge of our policies and procedures and ensure yourself and your team work within them at all times
- **Legal and regulatory** – Maintain records in line with current legislation, in particular GDPR, AML and Health and Safety

## What we are looking for

As a young company, you will have the freedom to drive continuous improvements in how we operate – and we genuinely want you to drive improvements and take the lead, not just take direction.

Applicants should be adaptable, flexible and proactive in developing their own skills and capabilities.

You should love the idea of supporting a team while also being able to work independently. As a small business you will also have a key role to play as a team member in helping us ensure all our customers have a positive and seamless experience.

You must enjoy interacting with customers and partners, demonstrate excellent attention to detail, and be able to multi-task. You will often be the face (digitally, written, and in person) of the company and must be comfortable and confident in this role.

Specifically;

- A minimum of 5 years proven experience in leveraging partnerships to drive guest sales and can show return on investment
- Someone who is number-oriented with strong numerical skills and a well-developed business sense
- Someone who is extremely well informed about our market and able to accurately forecast sales predictions and shifts in the marketplace
- Someone who thrives under pressure and with constantly changing dynamics
- A people person who thrives on working with others and loves building personal connections that drive growth
- Someone who is organised and detail oriented
- Someone who has strong written, verbal and interpersonal skills who's energetic and focused
- Someone who has a strong desire to expand and acquire new skills



## What we offer

- An exciting and fast-paced environment with lots of development and growth opportunities
- Friendly team and regular socials together
- Informal ongoing development and training on key business skills, such as project management
- 25 days holiday plus the flexibility to buy or sell 5 days more
- Flexible and remote working options (including sabbaticals)
- Discretionary bonus scheme
- Enterprise Management Incentive (EMI) tax-advantaged share option scheme
- Cycle to Work Scheme
- Discounts for you and your family and friends on our homes
- Rewards for introducing new customers and team members

Our business is going places and we want you to as well. If you're interested in playing a key role in our team, please get in touch at [team@underthedoormat.com](mailto:team@underthedoormat.com)