

# THE GRAND BEACH HOTEL JOB DESCRIPTION

**DEPARTMENT:** Sales & Marketing

**POSITION:** Revenue Manager

## **JOB OVERVIEW:**

Implement and support company pricing, market strategy, yield, distribution & selling strategies, and revenue management best practices. Manage hotel revenue generation & maximization through full utilization of company systems, business processes and specifications.

**REPORTS TO:** Director of Sales & Marketing

**SUPERVISES:** Reservations Department

## **WORK ENVIRONMENT:**

Executive Offices, Kitchen Areas, Back of House, Guest Rooms and Public Areas.

Job involves working:

- under variable temperature conditions (or extreme heat or cold).
- under variable noise levels.
- outdoors/indoors.
- around fumes and/or odor hazards.
- around dust and/or mite hazards.
- around chemicals.

## **KEY RELATIONSHIPS:**

**Internal:** Director of Sales, Executive Offices, Resort Assistant Managers, Catering & Sales, Food and Beverage, Accounting, Security and Engineering.

**External:** Contractors /vendors/suppliers.

## **QUALIFICATIONS**

### **Essential:**

1. Bachelor's degree in Hotel or Business Administration and plus 2 years hotel management experience.
2. MBA degree and previous Revenue Management or Pricing experience is preferred.
3. Communication skills are utilized a significant amount of time when interacting with others; demonstrated ability to interact with customers, employees and third parties that reflects highly on the hotel, the brand and the Company.
4. Mathematical skills, including basic math, budgeting, profit/loss concepts, percentages and variances are utilized frequently.
5. Demonstrate knowledge of effective hotel pricing concepts, yield management optimization and selling strategies, and ability to determine which concepts to apply in given market conditions.
6. Strong computer skills are required.
7. Problem solving, reasoning, motivating, organizational and training abilities are used often.
8. Ability to travel to attend workshops, specialized training and or certifications.

### **Desirable:**

1. College degree or certification in Marketing or Hospitality Management
2. Fluency in a second language, preferably Spanish or Creole.
3. Self starter.
4. Previous managerial experience.

## **PHYSICAL ABILITIES**

### **Essential:**

1. Exert physical effort in transporting up to 40 pounds.
2. Endure various physical movements throughout the work areas..

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3. Outstanding communication skills with guests, management and co-workers.

## ESSENTIAL JOB FUNCTIONS

1. Implement and support company pricing, market strategy, yield, distribution & selling strategies, and revenue management best practices.
2. Manage hotel revenue generation & maximization through full utilization of company systems, business processes and specifications.
3. Conduct a weekly Revenue Management Meeting where the current 120-day booking period is evaluated for proper rate and availability control.
4. Monitors competitive pricing through use of Market Vision or similar reports
5. The Revenue Manager gives a synopsis of results vs. decision from the previous week and leads discussion on future issues.
6. Recommends Rates/ Inventory changes to Executive Committee based on demand/ booking pace and competitive information
7. Analyzes Weekly/ Monthly STR report results and makes recommendations based on findings
8. Implements changes in rates/ inventory in PMS, GDS, and other distribution channels
9. Prepare all reports and analyses necessary to conduct the above-stated meeting.
10. Assist the Director of Sales & Marketing with qualified Displacement analysis of how marginal group bookings will impact occupancy, average rate, and rooms profit over the dates in question.
11. Assist Sales Managers with pricing guidelines for group proposal in absence of Director of Sales & Marketing.
12. Collaborate with Sales Department on group rates. Explore and provide variations in the market mix which would stimulate additional revenue without increasing costs.
13. Oversee and evaluate the effectiveness of any internal incentive programs for Front Office, Reservations, Sales and Convention Services.
14. Then provide the Director of Sales & Marketing/ Executive Committee with clear payback analysis.
15. Assist the Director of Sales & Marketing in making necessary adjustments to any program.
16. Work closely with the Director of Sales & Marketing, The Front Office Manager to ensure their departmental objectives and responsibilities to The Hotel Management Group are met without having a negative impact on total rooms revenue management.
17. Establish hotel pricing levels in all segments. Responsible for the daily room inventory management process.
18. Actively monitor group blocks to determine rooms availability for sale. Monitor competitor strategies and data; maintain understanding of the dynamics of the local market and demand generators and present appropriate action plans to management.
19. Monitor and communicate fluctuations in occupancy to operational departments so they can effectively manage staffing requirements and increase efficiency.
20. Prepare Weekly/ Monthly and 90-Day Forecast
21. Assist with the annual hotel budget development and ongoing results analysis.
22. Maintains relationships with surrounding hotels for overflow opportunities, "walks" etc
23. Maintains relationships with OTAs Market Managers to ensure quality placement
24. Develops marketing programs with OTAs and discusses with Director of Sales & Marketing/ Executive Committee
25. Updates Extranets for OTAs
26. Guides, trains and coaches in-house Reservations Agents in selling skills
27. Maintains liaison with Outside Call Center

## SECONDARY JOB FUNCTIONS

1. Promote teamwork and quality service through daily communication/briefings and coordination with other departments.

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2. Interact with outside contracts: guests, Corporate Revenue and other contacts as needed.
3. Conduct monthly departmental meetings.
4. Attend designated meetings.
5. Interview all job applicants within the department.
6. Follow up on assignments given by Director of Sales & Marketing.

## STANDARD SPECIFICATIONS

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, other employees or guests.

A review of this description has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and requirements are essential job functions.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to perform any other job-related duties assigned by their supervisor.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

**Within the first 30 days must be able to perform to standard all activities on the New Hire Training Checklist.**

Employee Signature

Date

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