

JOB DESCRIPTION <i>Reviewed and updated: July 2017</i>	
TITLE	Associate Director of Revenue Management
PROPERTY	The Langham, Auckland
DEPARTMENT	Sales & Marketing
REPORTING LINE	Director of Sales & Marketing

SCOPE:

Strive to achieve our **vision:**

“We will be recognised as the leading and visionary hospitality group in the world by offering unique brands for different market segments and building guest loyalty”

through our **mission:**

“We will continue to be recognised as the leading oasis of luxury in Auckland”

By living our **values** daily:

<i>“Communicate, Communicate, Communicate</i>	<i>Celebrate Success</i>
<i>Be Curious</i>	<i>Better Everyday</i>
<i>One Team, One Dream</i>	<i>Forever Young</i>
<i>Surprise our Guests</i>	<i>Connect from the Heart”</i>

Responsible for maximizing hotel revenue through inventory and pricing controls including rooms, food and beverage and minor operating departments. Oversee Reservations.

RESPONSIBILITIES:

- Determine rate philosophy and structure, in conjunction with the Sales team.
- Analyse trends to be able to set daily and long-term goals for occupancy and average rates. Ensure that all channels are selling these rates.
- Maintaining a pricing strategy to meet hotel revenue management goals.
- Supply the following reports to the management team and LHI:
 - Daily & Monthly Pickup
 - Weekly OTB Report
 - 3 Month Rooms Forecast
 - Month End Production Reports
 - Competitor Set Reports
- Analyse monthly production reports, including Hotelligence Report, and highlight potential areas of concern to the sales team.
- Responsible for GDS information and advertising.
- Complete ROI's on all marketing and food and beverage promotions.
- Ensure that all channels are statused correctly to maximise occupancy and rate.
- Produce one off reports for trend analysis in areas of concern.

- Compile the Rooms Market Segment Worksheets for the annual Business Plan. Assist as required with the development of the Marketing Plan.
- Identify packaging/rate opportunities in periods of high or low demand.
- Production of status report, highlighting the busy and slow season, weekly, monthly or yearly and adjusting rates accordingly.
- Oversee reservation sales to ensure business practices are consistent with the hotel revenue management goals.
- Promote and reinforce revenue management concepts through all departments in the hotel.
- Regular competitor test calls.
- Ensure that all colleagues comply with the grooming and uniform standards.
- Conduct development and performance reviews, identifying key personnel for further development and structured career pathing.
- Implement and maintain training systems to ensure that colleagues have the necessary framework and skills to perform their job efficiently and effectively.
- Prepare work schedules and annual leave schedules within budget, business expectations and guidelines of the appropriate industrial legislation.
- Establish in conjunction with the DoSM financial performance targets for occupancy and operational yield
- Oversee the selection and appointment of new colleagues within Reservations and Sales Centre.
- Live the hotel vision by actively sourcing and using guests names
- Actively promote a work environment, which cares for guests and colleagues alike
- Lead by example in all work related interactions and occasions
- Make eye contact, smile and approach guests immediately
- Deliver and achieve a level of service quality that consistently exceeds the expectation of guests
- Maintain focus on the 'Customer Need', individualising and personalising service where possible
- Provide efficient, friendly and professional service to all guests, to get to Know Our Guests and Build Great Memories
- Take a position problem solving approach with guest problems and concerns by using your initiative.
- Ensure all hotel standards are met and / or exceeded
- Work in other areas of the hotel as requested
- Promote by example the principles of 5M's, Brand Pillars and the Welcome Handbook
- Follow the expectations and guidelines outlined in the Welcome Handbook
- Adherence to Emergency Communication procedures ensuring that enquiries from the media are only responded to by the nominated spokesperson
- Utilise internet and email in conjunction with The Langham, Auckland Internet and Email policy
- Attend learning and development courses
- Any other reasonable task as requested by Hotel management

QUALITY LEAGUE:

- Maintain all standards to that of the Mystery Shopper and ensure all NPS, Defect Free, KPI and hotel standards are met
- Participate in the Quality League and the hotel's philosophy around this
- Focus on Key Performance Indicators (KPIs) and work in conjunction with the Quality League team
- Promote revenue generating opportunities by enabling a culture of showing the guest the best the hotel has to offer
- Carry out all other tasks as set in the SOP Circle Standards Operating Procedures application
- Understand Medallia results
- Achievement of all department related targets from audits, for example, Colleague Engagement Index (CEI), brand and mystery shop
- Use KPI's as drivers for success within your department and across the hotel
- Drive the criteria based internal audit program to gain consistency and an improved guest experience with interactions

- Translate relevant hotel targets and data into processes and actions to improve the guest experience and acknowledge superior colleague performance
- Promote the use of the empowerment policy with colleagues
- Manage available manpower to minimise overtime and promote a healthy life work balance for all colleagues

HEALTH AND SAFETY:

- Comply with the Health & Safety policy statement, H&S policies and procedures and the relevant H&S Business Plan
- Work in a safe manner, providing a safe workplace to all colleagues
- Use protective/safety equipment wherever provided and required
- Fully understand departmental fire, evacuation and emergency procedures
- Accurate and timely reporting of all hazards, incidents and work related injuries to your manager
- Active participation with Health & Safety and expectations / encouragement of colleagues to participate
- Ensure compliance with legislated health and safety requirements within the workplace.
- Ensure all colleagues work in a safe manner
- Ensure all colleagues are familiar with all processes surrounding workplace accidents and that these are reported on the prescribed form, appropriate treatment given and all accidents / near misses investigated
- Ensure all colleagues are aware of procedures to follow in the event of emergency such as fire, earthquake, bomb threat and armed hold up
- Ensure the department is represented at, for example, Health and Safety meetings

KEY COMPETENCIES:

- | | |
|---|---|
| • Strategic vision | • Communication skills (written/verbal) |
| • Negotiation skills | • Goal focus |
| • Organisational & time management skills | • Initiative |
| • Keyboard/Computer skills | • Information systems knowledge |
| • Analytical and numerical skills | • Selling & marketing skills |
| • Business acumen | • Quality focused |

CRITICAL SUCCESS FACTORS:

<u>Business</u>	<u>Self</u>	<u>Leadership</u>
Business Focus	Functional proficiency	Leadership skills
Customer Focus	Ownership of Results	Communication
	Decision Making	Teamwork
	Innovation	Staff Development and Coaching

Your success in demonstrating these competencies will be communicated through the PRIDE Appraisal performance management process.

It is not the intent of this job description to cover all aspects of the position but to highlight the most important areas of responsibility.

I understand that this job description may be subject to change by the management of The Langham, Auckland.

I have read and understood this job description and agree to carry out the duties listed above. I accept responsibility for the awareness of modifications and/or changes to this job description. I can perform the functions of this position as indicated above.

NAME *(Please print)*

DATE

SIGNATURE

Our 5M's

My Langham, My Colleague, My Brand, My Self, My Guest

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