

# REVENUE MANAGER

**NSW Crown Holiday Parks Trust** are responsible for operating and developing our portfolio of 36 holiday parks across NSW. It is an exciting time to come on board and contribute to the growth of the business. The Trust is currently seeking a Revenue Manager to join their dynamic and professional team.

This is a newly created role and we seek a motivated individual to work closely with the Executive Manager Operations to take our revenue management approaches to the next level. This role will oversee and implement the pricing and revenue strategies across our portfolio of holiday parks.

## ROLE OVERVIEW

The Revenue Manager will work closely with the Operations team and Park Managers to achieve business strategic and operational objectives. This will involve identifying key pricing challenges, using an extensive strategic toolkit to solve complex pricing problems and develop a deep level of understanding of our product, customer segmentation and targeted marketing.

Key responsibilities include:

- Actively contributing to the development of product pricing and revenue strategies across the group and for individual parks,
- Leading the development of pricing and revenue business metrics, KPIs and budgets through the undertaking of associated research, reporting and benchmarking activities,
- Identify opportunities for tactical revenue and pricing management utilising the Trust's reservation system and channel management systems across all properties on a daily/weekly basis in line with the agreed revenue targets.
- Maintain Tariffs in the reservation system in accordance with delegations and procedures.
- Coordinate with the Operations team for optimising opportunities for incremental revenue and market share growth.
- Identify, establish and manage relationships with key external and internal stakeholders to ensure optimal time, cost and quality outcomes for business operations

## YOUR BACKGROUND

- Degree in Business, Economics, Finance or similar discipline
- Strong functional / commercial experience in understanding business requirements and providing actionable insights for pricing decision making purposes;
- Advanced level of experience with Excel for data manipulation and reporting;
- Great communication skills, verbal and written;
- Hospitality industry expertise (desirable) and/or experience in a customer experience focused/service-based industry.

- Ability to travel for work purposes, including corporate offices and across regions for the purposes of becoming familiar with the Holiday Parks.
- Experience defining and executing strategic challenges in a commercial setting, with a proven track record of driving projects to enhance business performance.
- Experience with Newbook (desirable) or similar reservation software

This is an exciting opportunity for an experienced pricing analyst or Business graduate looking to advance their career in a commercial setting. In return, we will provide you with career development opportunities, a fun and rewarding work environment.

## MORE ABOUT THE TRUST

Like to know more about the Crow Holiday Parks Trust, our corporate web site is:  
[www.nswchpt.com.au](http://www.nswchpt.com.au)

The Customer facing web sites are:

- <https://www.northcoastholidayparks.com.au/>
- <https://www.southcoastparks.com.au/home>
- <https://www.inlandwaters.com.au/>

## APPLICATION

Please forward your resume and cover letter addressing the key requirements to [hr@nswchpt.com.au](mailto:hr@nswchpt.com.au).

Applications are being reviewed progressively with applications closing 5pm Monday 8 August 2017.



**NEW SOUTH WALES CROWN  
HOLIDAY PARKS TRUST**

**Position Description**

<b>POSITION:</b>	Revenue Manager	
<b>REPORTS TO:</b>	Executive Manager - Operations	
<b>DIRECT REPORTS:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>	
<b>CONTACTS:</b>	<p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>▪ Regional Managers</li> <li>▪ Park Managers</li> <li>▪ Marketing</li> <li>▪ Operations Administration</li> </ul>	<p><b>External:</b></p> <ul style="list-style-type: none"> <li>▪ OTAs</li> <li>▪ Reservation System Vendor(s)</li> <li>▪ Auditors</li> </ul>
<b>PURPOSE:</b>	<p>The Revenue Manager is responsible for performing a wide range of strategic and operational analytics that lead to greater business and customer insight under the guidance of the Executive Manager Operations. The Revenue Manager will be responsible for the implementation of the Trust revenue and pricing strategy through business engagement, data analysis and channel management. The key purpose of the role is to maximise revenue opportunities across all properties on a daily, weekly, monthly and yearly basis.</p> <p>The Revenue Manager will work closely with the Operations team to achieve business strategic and operational objectives. This will involve identifying key pricing challenges, using an extensive strategic toolkit to solve complex pricing problems and develop a deep level of understanding of our product, customer segmentation and targeted marketing.</p>	
<b>KEY RESPONSIBILITIES:</b>	<p><b>Pricing &amp; Tariff Maintenance</b></p> <ul style="list-style-type: none"> <li>▪ Actively contributing to the development of product pricing and revenue strategies.</li> <li>▪ Undertaking detailed analytics and assessments to determine viability of various pricing strategies through to the development of business cases/plans.</li> <li>▪ Implementing optimal pricing and rate strategies, to manage target booking rates to maximise revenue growth.</li> <li>▪ Undertaking forecasting and demand analysis activities including developing occupancy rate and forecasting models</li> <li>▪ Leading the development of pricing and revenue business metrics, KPIs and budgets through the undertaking of associated research, reporting and benchmarking activities.</li> <li>▪ Development and oversight of process, procedures and systems to manage tariffs, occupancy, reporting and analysis. Champion and communicate pricing and revenue management practice through the coaching of operational managers.</li> <li>▪ Identify opportunities for tactical revenue and pricing management utilising the Trust's reservation system and channel management</li> </ul>	

	<p>systems across all properties on a daily/weekly basis in line with the agreed revenue targets.</p> <ul style="list-style-type: none"> <li>▪ Maintain Tariffs in the reservation system in accordance with delegations and procedures.</li> <li>▪ Contribute to customer segmentation analysis and customer profile management to provide information and insights.</li> <li>▪ Closely monitor competitive pricing and understand impact of relative pricing decisions on park performance.</li> </ul> <p><b>Business Partnering</b></p> <ul style="list-style-type: none"> <li>▪ Coordinate with the Operations team for optimising opportunities for incremental revenue and market share growth.</li> <li>▪ Communicate with Operations and Marketing regarding forecast low occupancy periods across the portfolio.</li> <li>▪ Benchmark property performance vs competitive set/market, analysing most profitable channels with reference to most desirable customer. Position the properties on target distribution channels optimizing direct sales.</li> <li>▪ Provide the Operations and Executive team with regular updates on group, regional and individual park performance at minimum to include occupancy trends, yield analysis, market segmentation, channel metrics, etc.</li> <li>▪ Undertake travel between corporate offices and various parks for the purposes of partnering with key stakeholders to develop process, system, reporting and analysis.</li> </ul> <p><b>Manage Vendor Relationships</b></p> <ul style="list-style-type: none"> <li>▪ Ensure distribution channels are optimized and manage proactive relationships with key OTA partners</li> <li>▪ Identify, establish and manage relationships with key external and internal stakeholders to ensure optimal time, cost and quality outcomes for business operations.</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>▪ Effectively managing and successfully delivering and embedding into the business projects and assigned programs of work.</li> <li>▪ Organise work and time allocation to always achieve/exceed stakeholder expectations</li> <li>▪ Perform other related duties as required</li> </ul>
<b>QUALIFICATIONS:</b>	<ul style="list-style-type: none"> <li>▪ Degree in Business or Economics</li> <li>▪ MBA or working towards (desirable)</li> </ul>
<b>EXPERIENCE:</b>	<ul style="list-style-type: none"> <li>▪ Previous experience in revenue and yield management</li> <li>▪ Good understanding of rate distribution via third party websites</li> <li>▪ Forecasting and reporting experience</li> <li>▪ Channel management experience</li> <li>▪ business analysis/revenue management experience in a hotel organization (desirable).</li> </ul>
<b>KNOWLEDGE:</b>	<ul style="list-style-type: none"> <li>▪ Excellent analytical skills with the ability to manipulate and analyse raw data.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Competitor intelligence: ongoing research and analysis of product, price, occupancy,</li> </ul>
<b>COMPETENCIES:</b>	<ul style="list-style-type: none"> <li>▪ Display impeccable attention to detail and competence in report management, report development &amp; writing and revenue commentaries.</li> <li>▪ Ability to work to targets and budgets</li> </ul>
<b>CAPABILITY REQUIREMENTS</b>	<p><b>Business Leadership</b></p> <ul style="list-style-type: none"> <li>▪ <b>Thinks Systemically</b> - Recognises the complex interrelationships among business activities and understands the "big picture" of how decisions impact NSWCHPT overall, business units, outcomes or processes.</li> <li>▪ <b>Analyses Information</b> – Analyses and understands quantitative and qualitative data, including financial data, industry data, people metrics and survey results.</li> <li>▪ <b>Planning and structure</b> – Sets up clear processes and structures for delivery of projects. Structures work by efficiently planning and coordinating activities, identifying critical paths to the completion of activities, and manage resources to accomplish objectives on time and within budget.</li> <li>▪ <b>Drives Results</b> – Actively works towards the achievement of project visions and delivering the best outcomes for NSWCHPT. Sets clear goals to work towards, and creates plans to overcome obstacles as they arise.</li> </ul> <p><b>Interpersonal Characteristics</b></p> <ul style="list-style-type: none"> <li>▪ <b>Collaborates</b> – Willingly works with others across NSWCHPT towards common goals, understands the responsibilities, activities and ways to develop business interrelationships.</li> <li>▪ <b>Influencing others</b> – Effectively influences internal and external stakeholders, using data, logic and reasoning to drive the best outcomes for NSWCHPT.</li> <li>▪ <b>Leverages Networks</b> - Builds, maintains and leverages contacts both within and outside the organisation to gather critical information and influence key decisions.</li> </ul> <p><b>Values</b></p> <ul style="list-style-type: none"> <li>▪ <b>Exceptional experience through exceptional service</b> - Making a connection with guests and communities, demonstrating empathy, genuine caring and actively investing in their well-being, and strengthening emotional bonds between individuals and NSWCHPT.</li> <li>▪ <b>Growth through learning and embracing change</b> - Demonstrates openness to and enthusiasm for new initiatives and process improvements, understands resistance to change, and motivates and coaches others to participate and appropriately challenge the status quo.</li> <li>▪ <b>Respect and support each other</b> - Establishes open and trusting relationships, treating all individuals fairly and with respect, developing a climate where individuals are committed to sharing information and helping each other.</li> <li>▪ <b>Integrity and trust to build a positive team</b> - Demonstrating and modeling uncompromising honesty, ethics, professionalism, consistency and aligned values. Understands ethical boundaries, and avoids potentially compromising business situations and conflicts of interest.</li> </ul>
<b>SELECTION CRITERIA</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>▪ Degree in Business, Economics, Finance or similar discipline</li> </ul>

	<ul style="list-style-type: none"><li>▪ Strong functional / commercial experience in understanding business requirements and providing actionable insights for pricing decision making purposes;</li><li>▪ Advanced level of experience with Excel for data manipulation and reporting;</li><li>▪ Great communication skills, verbal and written;</li><li>▪ Ability to travel for work purposes, including corporate offices and across regions for the purposes of becoming familiar with the Holiday Parks.</li><li>▪ Experience defining and executing strategic challenges in a commercial setting, with a proven track record of driving projects to enhance business performance.</li></ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"><li>▪ Experience with Newbook or similar reservation software</li><li>▪ Hospitality industry expertise (desirable) and/or experience in a customer experience focused/service-based industry.</li></ul>
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Job Holder:

I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_