

## Position Description

<b>Position Title:</b>	Revenue Manager
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### Job Summary:

The primary purpose of this position is to monitor group and transient business thresholds within the three-year forecast to ensure measurable improvements for demand and availability. Maintain projections on the effect future group sales have on average rate and occupancy potentials. Supply critical analysis on the effect of short range decisions effecting occupancy, average rate and suite profit goals within the current 52-week period. Conducts analysis of citywide and Special events, implements Revenue Management strategies to maximize demand generators. Closely monitors competitors for shift in demand, rate and strategy.

### Qualifications

Education	4-year college degree required.
Experience	A minimum five to seven years adaptable experience with travel industry reservation systems and hotel property management systems essential with one to three years in management.
Other	Certified as a Revenue Manager through an appropriate Revenue Management Training program.

### Essential Functions

Average Percent of Time

- 15 % Analyze short and long term forecasting, Analyze trends in group inventories & rates to include occupancy, goals, product line and strategic sales goals.
- 15 % Analyze and monitor marketing channels, key and other account production. Insure that all major channels of distribution – Internet, GDS, CRO, Wholesale – effectively support the hotel and maintain rate parity.
- 15 % Update all channels of distribution as needed with rate or inventory restrictions.
- 10 % Receive all definite and tentative group bookings and provide the General Manager with qualified analysis of how each booking will impact occupancy, average rate and rooms profit over the dates in question.
- 10 % Explore and provide variations in the market mix which would stimulate additional revenue without increasing costs.
- 10 % Monitor and analyze the competition weekly through competitive shops, internet, news reports to identify selling strategies and emerging trends.
- 10 % Conduct a weekly Revenue Management Meeting where the current 120-day booking period is evaluated for proper rate and availability control. As chairperson, the Revenue Manager give as synopsis of results vs. decision form the previous week and leads discussion on future issues
- 10 % Responsible for the maintenance of any software programs which contribute to the management of revenue.
- 5 % Oversee and evaluate the effectiveness of any internal incentive programs for either Front Office, Reservations, Sales or Convention Services. Then provide the General Manager with clear payback analysis.

## Job Requirements

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| Skills    | <ul style="list-style-type: none"><li>▪ Excellent oral and written communication skills.</li><li>▪ Excellent organization skills.</li><li>▪ Proficient in Microsoft Word, Excel and PowerPoint.</li><li>▪ Proficient at statistical and competitive analysis.</li><li>▪ Individual is high energy individual with a positive attitude is a must. Guest service and team oriented.</li><li>▪ Strong interpersonal skills and possession of a full understanding of professional business ethics, decorum and social skills.</li></ul> |
| Abilities | <ul style="list-style-type: none"><li>▪ Ability to perform critical analysis.</li><li>▪ Ability to work well under deadline pressure.</li></ul>  |
| Other     | <ul style="list-style-type: none"><li>▪ Career planning should include General Manager, Regional Revenue Manager, Front Office Manager, and Director of Sales.</li></ul>   |