

## Revenue Director Job description

Reports to: General Manager

### Overview

The revenue director is focused on driving the optimal revenue performance for their hotel. This includes a focus on optimal business mix through the most profitable channels leading the hotel to optimal revenue profit and market share results.

### Responsibilities

- Understand hotel competitive market and defined set; relevance to hotel based on market segments, location, price point, and positioning within the competitor set.
- Responsible for ensuring that effective strategies are in place, accurately executed and being adhered to by revenue generating departments. (Shared responsibility with DOSM)
- Responsible for driving hotel performance to achieve optimal results.
- Partner with sales team members to achieve optimal revenues through sales leads, bookings, placement, etc.
- Responsible for achievement of monthly key metrics: Budget, Forecast Accuracy, RPI. (Shared responsibility with DOSM)
- Responsible for determining the optimal segmentation and channel mix and the achievement of both. (Shared responsibility with DOSM)
- Drive development and execution of a strategic, demand-based pricing philosophy for all room categories.
- Responsible for management of positive relationship with all OTA, FIT, and call centre partners.
- Ensure regular internal education on revenue management and how each department impacts revenue
- Lead the charge to ensure a focus on total hotel revenue optimization.
- Create and implement appropriate programs specific to hotel needs, market needs and/or seasonal needs – examples include but not limited to:
  - suite sales/conversion initiatives,
  - call centre conversions,
  - front desk upsell programs,
  - walk-in capture improvement.
- Drive the development of annual budget for top-line revenues, along with strategies to achieve. (Shared responsibility with DOSM)
- Responsible for all inventory management to optimize hotel results – room type stay patterns and sell-through ability, group blocks, etc.
- Responsible for forecasting – day by day, segment by segment based on home office guidelines and hotel needs (e.g., 90 days, monthly).
- Forecast demand/understand demand time periods.
- Develop and implement effective transient & group pricing and selling strategies.
- Facilitate communication among all revenue team members to ensure all perspectives are considered and strategies understood.
- Achieve relevant certifications: HSMAI's CRME (Certified Revenue Management Executive)

- Ensure all relevant hotel departments and members of the sales team are adhering to all standard work.
- Contribute to and support all strategic business planning and related hotel concerns.
- Optimize and expand distribution partnerships.

### **Tasks & Accountability (Primary, Contributory, or Shared)**

- Utilize all tools available to assist with optimizing the hotel's yield such as subscription-based marketing intelligence reports. (Shared with DOSM)
- Utilize all tools available to evaluate the hotel's position with respect to competition. (Shared with DOSM)
- Complete a 30-60-90 day-by-day forecast each month. (Primary)
- Maintaining all relevant system related tools such as PMS, CRS, GDS, OTAs, RMS, Channel Connect - to ensure timely information, rates, room types, etc., are up to date and accurate at all times. (Primary)
- Consistently evaluate revenue optimization tools and processes for accuracy and appropriate parameters in the following areas:
  - inventory,
  - rates,
  - transient demand,
  - group forecast, and
  - group potential. (Primary)
- Anticipate the need for, and utilize, promotions during "need" periods. (Contributory to DOSM & Marketing Manager)
- Educate all staff members on revenue optimization philosophy. (Primary)
- Provide monthly reporting on historical activity, as well as future data to be used for strategic decisions. (Primary)
- Chair weekly Revenue meetings (ensure conversation revolves around maximizing all revenues). (Primary)
- Attend weekly Sales meetings. (Contributory to Sales Team)
- Participate in company's Revenue conference calls/meetings. (Primary)
- Continuous open communication with Reservations department. (Primary)

### **Measurement**

- RevPAR, and non-room revenue actuals versus forecast and budget.
- Actual to Forecast variance of no more than +/-4%.
- Market share index growth.
- All team members have the same understanding of revenue philosophies and strategies.
- Ensure data quality, accurate tracking, accuracy of rate loading and respective validity dates, accuracy of group block maintenance, and utilization of group analysis procedures.
- CRS, PMS, and websites are running properly and matching the hotel's strategies on a daily basis.
- Participating member of the hotel's Executive Committee.