



Job Title: Head of Revenue & Sales, OBH & OPH

Reporting to: Head of Operations / Head of Finance

Purpose of role

Develop and implement a revenue management strategy (taking into account the demand calendar, market segmentation, forecasting systems, booking curves, price positioning and benchmarking), for our two centrally located Five Star hotels, with a view to maximising profits through achieving full occupancy at the highest rate all year round. Adapt the strategy to cope with anticipated and unexpected changes in both hospitality sector trends and inevitable shifts in consumer behaviour.

Responsible for leading the hotel sales strategy; pro-actively gain new corporate, agency, business and leisure clients.

Revenue Management

- Agree the Revenue Management strategy with the Head of Operations, Head of Finance and Managing Director.
- Work with Head of Operations and Head of Finance to devise rates and revenue targets for up to 18 months ahead.
- Oversee the configuration of the hotel's Property Management System and update all channels of distribution with appropriate rate or inventory restrictions.
- Maximise total revenue contribution via relevant booking channels and inventory management.
- Continually monitor and adjust room rates, adapt and make changes to strategy where required, take the initiative to respond to external opportunities and threats.
- Work to reduce OTA commissions via direct booking initiatives.
- Set strategy for overbooking during demand periods.
- React to any shortfalls against budget and co-ordinate implementation of tactical offers with the Head of Operations and Head of Marketing.
- Review individual, group room rate and conference room pricing to ensure they reflect the market conditions and competitive environment.
- Work with the Central Reservations Manager to analyse the feasibility of group bookings, i.e. how each booking will impact REVPAR.
- Communicate the revenue strategy and initiatives to the Central Reservations Department and Hotel Front Office Managers via weekly revenue meetings.
- Work with the Central Reservations Manager to set goals and incentives for the Central Reservations Team.
- Meet with Head of Operations each week to define and justify rate strategy, discuss new business opportunities, relationships with OTA's / online profile, to discuss offers and marketing initiatives.



Sales

- Identify new corporate business opportunities, organise events and hotel tours to showcase our facilities.
- Forge new partnerships with key businesses – locally, nationally, and internationally.
- Work with the Head of Operations and Head of Marketing to devise targeted offers and packages, communicate to the Central Reservations Manager.
- Utilise OTA's where appropriate to gain maximum exposure and increase revenue.
- Maintain awareness of the hotels' online profile - our own website, reviews, OTA's.
- Present recommendations on future sell strategies and tactical activities.

Data analysis & review

- Prepare weekly reports analysing budgeted projections, previous performance, booking channels, local trends and the performance of our competitor set.
- Identify and continually adjust both hotels' market segmentation, business mix and revenue channels.
- Utilise STR Global reports to monitor local market share, identify and react to pricing opportunities within the hotels' competitive sets.
- Analyse booking patterns and hotel performance against weekly / monthly / yearly budgeted targets.
- Devise, initiate and examine the effectiveness of offers and packages.
- Monitor commissions paid to OTA's and third parties.
- Maintain up-to-date information on the local competitive set; new openings, refurbishment, out of order rooms, closures etc.
- Analyse lost business / turn away and action upon.
- Monitor and analyse the competition weekly through competitive shops, internet, news reports to identify selling strategies and emerging trends.
- In charge of producing month end reports with strong emphasis on past, current and future performance analysis as well as action planning.

General

- Be flexible in your working hours to achieve the desired results.
- Observe the company's fire plan and health and safety policy.
- Adhere to the rules and procedures of the company as set out in the staff handbook.
- Carry out any other reasonable duty that may be requested by guests or management.

This job description should be regarded only as a guideline to the duties required and may be reviewed from time to time.

Name

Date
