

# REVENUE MANAGER

**Position:** Revenue Manager

## **Key Objectives:**

- Revenue maximisation through market intelligence, commercial analysis, decision support, pricing implementation and inventory management.
- On-going commercial decision support as the owner of market intelligence. Ensure the commercial approach is applied to revenue generation and assist with strategy development and decision-making.
- Understand market intelligence; trend statistics and identify market changes; competitor actions/reactions; and identify opportunities and threats in coordination with the sales team
- Maintenance of systems and procedures to ensure all revenue related systems are kept up to date with accurate according to company standards
- Develop OTA partnerships to drive volume and ensure channel agnostic approach to business

## **Key Responsibilities:**

- Set selling strategies and rates for all market segments, seasons and channels in collaboration with Sales & Marketing and The General Manager.
- Effective use of revenue systems for guest room and lodge availability control and pricing. Through accurate forecast in rooms and meetings demand, optimize availability and recommend necessary strategy changes.
- Maintain and manage a consistent selling strategy across the Central Reservation system (CRS), Property Management System (PMS), third-party online systems, to ensure accurate use of availability controls in all systems.
- Apply an appropriate overbooking policy and educate team to accept through qualified bookings. Implement and monitor waitlists for all revenue systems.
- Monitor the global, local and environmental issues impacting your county and hotels.
- Assist hotel management in the revenue decisions by highlighting opportunities and developing smart actions to ensure the revenue team is aware of their targets and kept informed of their results.
- Check competitor strategy on a regular basis, reviewing pricing and their availability.
- Ensure that upselling and cross-selling remain core strategies for maximizing revenue within and across client segments.
- Analyse forecast for trend analysis and decision support.
- Complete and analyse monthly reports for submission to the owners and General Manager.
- Prepare and analyse all appropriate reports to present at the management meetings.
- Analyse production statistics and ensure correct tracking of information to identify potential business and market trends. Highlight your findings to the sales teams.
- Ensure relevant revenue issues are investigated and analysed. Identify potential new opportunities to improve revenue performance.
- Analyse all refused, lost, cancelled and waitlisted business for rooms and lodges. Propose and implement changes to maximize revenue in these areas.

- Ensure accuracy of all reservations and other data in the Central Reservation System, Property Management System, Channel Distribution System and Automated Revenue Management System.
- Load rates in Opera and Siteminder and maintain rate loading forms and co-ordinate with Reservations.
- Ensure quality control checks are carried out in PMS/CRS input to ensure data accuracy.
- Ensure that all rates are loaded by accurate completion of rate databases including Central Reservation System, Property Management System, Channel Distribution System and Automated Revenue Management System.
- Monitor automated revenue management system decisions (forecasts, pricing and overrides) and interpret its forecast and decisions to the executive team.
- Ensure audits on operating standards & procedures in the Reservations department are carried out and comply with company practices.
- Maintain accurate and ongoing records of controls applied to all systems.
- Manage Online Travel Agency accounts ensuring their compliance with company standards
- Ensure that all OTA websites have the correct information
- Manage approved OTA partners Internet listings
- Build and maintain effective working relationships with key clients
- Ensure the OTA website adhere to the best rate guarantee

#### **Skills, Knowledge and Experience Required:**

- Strong analytical skills and high level of problem-solving skills.
- Good communication skills for presentation and training.
- Knowledge of Hotel systems is highly desirable.
- Good level of competence with Microsoft Excel
- Experience using Opera PMS, RMS, Siteminder, Third Party Extranets and all Microsoft programmes preferred but not essential.
- Confident, ability to communicate clearly at all levels

#### **Measures of Success:**

- Achieve RevPAR targets
- Deliver agreed KPI targets

#### **INTERESTED IN APPLYING?**

Please email your contact details and CV to: [hr@loughernerresort.com](mailto:hr@loughernerresort.com)