

## ROLE PROFILE

<b>Revenue Manager</b>	
Reporting to:	Commercial Director
<p>Role purpose:</p> <p>Responsible for the implementation of effective pricing and demand strategies based on demand, market trends and competitor analysis, in order to gain market share and maximise revenue and profit.</p> <p>Identify commercial initiatives and opportunities within the business.</p> <p>Work as part of the Revenue Management team and collaboratively with other key internal departments to deliver results.</p>	
<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Role model the values and behaviours of Cove UK at all times: Hospitality, Excellence, Passion, Trustworthiness, Stewardship, Kindness</li> <li>• Implementing the commercial strategy for the business with a focus on sales</li> <li>• To develop and use tools in order to make pricing recommendations for the company to drive performance outputs</li> <li>• To maintain and keep up to date all tools that relate to pricing and demand management</li> <li>• Reviewing existing products, services and markets to determine net contribution to the business</li> <li>• To assist in the review of the overall profitability of (company) products on a regular basis and work with the relevant teams to increase product performance and revenue opportunities for the business.</li> <li>• Identifying opportunities to maximise unit utilisation via correct inventory set up</li> <li>• Detailed knowledge of regional performance through daily analysis of occupancy &amp; revenue trends.</li> <li>• Collating and analysing business data pertaining to all commercial activities with a primary focus on developing unit sales</li> <li>• Conduct appropriate research and analysis to create business plans supporting commercial opportunities.</li> <li>• To ensure that all reporting is produced on time and accurately for the company and to investigate and resolve any issues that may arise</li> <li>• To assist financial and budget tracking against company budgets</li> <li>• Analyse the profitability of each product type in each location and make appropriate recommendations</li> </ul>	

<p><b>Progression in role:</b></p> <p><b>Entry</b></p> <ul style="list-style-type: none"> <li>• Experience of Revenue Management preferably in the Hospitality Sector</li> </ul>	<p><b>Training for role</b></p> <p>Company orientation and induction General health and safety Fire safety</p>
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<ul style="list-style-type: none"> <li>• Able to role model the company values and behaviours</li> <li>• Is commercially astute with demonstrable analytical skills in problem solving</li> <li>• Good spoken and written English</li> <li>• Personable and presentable</li> <li>• Strong interpersonal skills</li> <li>• Good communicator who is strong-willed and resilient</li> <li>• Able to work within a team environment</li> <li>• Worked in multi-site, multi-cultural business</li> <li>• Able to work flexibly</li> <li>• Computer literate</li> <li>• Experience in handling team concerns and issues</li> </ul>	<p>H&amp;S Risk assessments  GDPR – E-Learning  In house leadership entry programme  In house Service Excellence modules  Full understanding of Policies</p>
<p><b>Competent – three months</b></p> <ul style="list-style-type: none"> <li>• Has an excellent understanding of the overall commerciality of the business</li> <li>• Has built good relationships with other Heads of Departments</li> <li>• Is fully conversant in all administration functions pertaining to Revenue and Commercial Management, with an understanding of Operations and Finance</li> <li>• Is able to interrogate large amounts of data to draw meaningful conclusions to assist wider business in decision making</li> <li>• Demonstrates the ability to react quickly to changes in demand and fluctuating market conditions in order to maximise profitability</li> <li>• Is able to prioritise work and meet deadlines</li> </ul>	<p>Diversity and Inclusion  PDRs  Performance Management and Disciplinary  Absence Management</p>
<p><b>Advancing</b></p> <ul style="list-style-type: none"> <li>• Able to support the implementation of the commercial plan for each relevant brand and area of the business</li> <li>• Has full understanding of compliance requirements for the business</li> <li>• Actively researches new business opportunities and product development ideas</li> </ul>	<p>Coaching and mentoring  Budget Creation</p>
<p><b>Excellence</b></p> <ul style="list-style-type: none"> <li>• As part of personal development if appropriate shadows other Directors</li> <li>• Actively coaches and/or mentors team member, which is documented in HR software</li> </ul>	<p>Leadership Development Programme</p>
<p><b>Key measures</b></p> <p>YOY Average occupancy growth  YOY Occupancy growth</p>	

Revenue Attainment	
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