

ROLE PROFILE

Revenue & Pricing Manager

Reporting to: Commercial Director

Role purpose:

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.

Identify commercial initiatives and opportunities within the business.

Work as part of the Revenue Management team and collaboratively with other key internal departments to deliver results.

Responsibilities

Role model the Cove values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness

Implementing the commercial strategy for the business with a focus on holiday sales

To develop and use tools in order to make pricing recommendations for the company to drive performance outputs

To maintain and keep up to date all tools that relate to pricing and demand management

Reviewing existing products, services and markets to determine net contribution to the business

To assist in the review of the overall profitability of Cove Communities products on a regular basis and work with the relevant teams to increase product performance and revenue opportunities for the business.

Identifying opportunities to maximise accommodation utilisation via correct inventory set up
Detailed knowledge of regional performance through daily analysis of occupancy & revenue trends.

Collating and analysing business data pertaining to all commercial activities with a primary focus on developing Holiday Sales

Conduct appropriate research and analysis to create business plans supporting commercial opportunities.

To ensure that all reporting is produced on time and accurately for Cove Communities and to investigate and resolve any issues that may arise

To assist financial and budget tracking against company budgets

Analyse the profitability of each product type in each location and make appropriate recommendations

Progression in role:	Training for role
<p>Entry</p> <ul style="list-style-type: none"> • Experience of Revenue Management preferably in the Hospitality Sector • Able to role model the Company values and behaviours • Is commercially astute with demonstrable analytical skills in problem solving • Good spoken and written English • Personable and presentable • Strong interpersonal skills • Good communicator who is strong-willed and resilient • Able to work within a team environment • Able to work flexibly • Computer literate • Experience in handling team concerns and issues 	<p>Company orientation and induction General health and safety Fire safety H&S Risk assessments Manual Handling GDPR – E-Learning Cove Leader Selected S.E.T. modules Full understanding of Policies</p>
<p>Competent – three months</p> <ul style="list-style-type: none"> • Has an excellent understanding of the overall commerciality of Cove • Has built good relationships with other Heads of Departments • Is fully conversant in all administration functions pertaining to Revenue and Commercial Management, with an understanding of Operations and Finance • Is able to interrogate large amounts of data to draw meaningful conclusions to assist wider business in decision making • Demonstrates the ability to react quickly to changes in demand and fluctuating market conditions in order to maximise profitability • Is able to prioritise work and meet deadlines 	<p>Diversity and Inclusion Selected S.E.T. modules Appraisals Performance Management and Disciplinary Absence Management</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Able to support the implementation of the commercial plan for each relevant park • Has full understanding of compliance requirements for the business • Actively research's new business opportunities and product development ideas 	<p>Coaching and mentoring Budget Creation</p>
<p>Excellence</p> <ul style="list-style-type: none"> • As part of personal development if appropriate shadows other HoDs or Directors • Actively coaches and/or mentors team member, which is documented 	<p>Cove Evolution Leadership Development Programme</p>

Key measures	
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YOY AWR Growth YOY Occupancy growth Revenue Attainment	
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