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<b>Job Title:</b>	Assistant Revenue Manager	<b>Level:</b>	Level 4
<b>Reporting to:</b>	Revenue Manager	<b>Department:</b>	Revenue
<b>Responsible for:</b>	Revenue/Reservations	<b>Date:</b>	14/10/2024

**OBJECTIVE:**

Every Mercure team member is a "Heartist". A "Heartist" represents Mercure's brand and its values, at all times. The Mercure "Heartist" will establish relationships and foremost, the Mercure "Heartist" will deliver an exceptional guest experience and promote the French Elegance.

**MAIN DUTIES :**

**Administration**

- Analysing Data or Information - Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts.
- Generating and Delivering Accurate and Timely Results - Generating and providing accurate and timely results in the form of reports, presentations, etc.
- Executing on a Strategy - Taking a predetermined strategy and driving the execution of that strategy.
- Demonstrating Knowledge - Demonstrating knowledge of job-relevant issues, products, systems, and processes.
- Communicating Information Timely - Informing and/or updating the executives, the peers and the subordinates on relevant information in a timely manner.
- Getting Information - Observing, receiving, and otherwise obtaining information from all relevant sources.
- Identifying and Proposing Solutions to Potential Problems - Analyzing information, identifying current and potential problems and proposing solutions.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Ensuring Report Delivery Deadlines - Submitting reports in a timely manner, ensuring delivery deadlines.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Documenting/Recording Information - Entering, transcribing, recording, storing, or maintaining information in written or electronic form.
- Collaborating with Resources to Manage Projects, Achieve Goals, and Solve Problems - Working with other people to gather the information necessary to manage projects, achieve goals, and resolve problems.

**Financial and Revenue Responsibilities**

- Oversee revenue management and distribution strategy of the hotel and manage day to day yield operations, room authorizations, rates and restrictions.
- Ensures that the hotel(s) sales strategies are effectively implemented in the reservation system and the inventory system
- Monitors inventory daily to ensure straight-line availability and maximization of revenue potential for all brands across all distribution channels
- Daily pick-up analysis, strategy adjustments and reporting.
- Regularly check the input and the quality of data (segmentation, denials tracking, etc) points.
- Perform competitive benchmark studies and follow market trends (public pricing and rate positioning for different segments).

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- Provide weekly dynamic forecast of expected results, variances and budget comparisons.
  - Manage and oversee strategy for all 3rd party distribution
  - Responsible for assessing, analysing and pricing group business strategies
  - Analyse overall monthly hotel performance and provide summary report with recommendations to improve long term strategies.
  - Ensure all related systems are configured correctly, validated and working to full capacity
  - Oversee and audit the standards and operations of the reservations department.
  - Ensure web site booking process is maintained up-to-date and functional.
  - Understands the working relationship between sales, reservations and property management systems
  - Conduct quarterly property performance review and develop strategic and tactical action
  - Responsible for best practice standards to include: competitor analysis; environmental scanning; market modelling; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concepts
  - Evaluate performance of distribution partners and contracted rates (OTA, FIT, tour operator, corporate, consortia, crew, groups, etc...).
  - Prepare outline for and support the annual revenue budget process.
  - Ensures all hotels follow brand strategies that will maintain and/or increase the hotel(s) revenue per available room (RevPAR).
  - Provides recommendations to improve effectiveness of revenue management processes.
  - Communicates brand specific Revenue Management philosophies as they pertain to the brand's Revenue Management Systems recommended strategies.
  - Communicates brand philosophies to property staff and stakeholders.
  - Develops and manages internal key stakeholder relationships.
  - Promotes and protects brand equity.
  - Ensures that technical questions relating to reservations and property management systems are escalated to the correct support desk in a timely manner.
  - Conducts weekly sales strategy meetings to communicate market trends, pricing and availability strategy with property leadership.
  - Prepares and presents strategic information about historical and present events, trends and promotions.
  - Inspire Hotel's HODs to further embed a revenue management culture.

### **Training and Talent & Culture**

- Ensure wherever possible that employees are provided with a work place free of discrimination, harassment and victimisation.
- Treat complaints of harassment and discrimination promptly and confidentially.
- Treat customers and colleagues from all cultural groups with respect and sensitivity.
- Identify and deal with issues which may cause cross cultural conflict or misunderstanding.

### **Skills and Competencies**

- Analytical/Critical Thinking - The ability to gather and organize information using a logical and systematic process; recognize patterns and relationships in complex data; examine data to identify implications, problems and draw appropriate conclusions; generate alternative solutions to problems; evaluate strengths, weaknesses and consequences of alternative solutions and approaches to solving problems.
- Adaptability - Ability to effectively adjust to major changes in work tasks or the work environment.
- Building Trust - Ability to interact with others in an honest, fair and respectful way; giving others confidence in one's intentions and those of the organization.
- Communication - Skilled at clearly conveying information and ideas through a variety of media; engaging the audience and helping them understand and retain the message.

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- Customer Focus - Ability to develop and sustain productive customer relationships; actively seeking information to understand and address customers' needs.
  - High Work Standards - Sets high standards of performance for self and others; assumes responsibility and accountability for successfully completing assignments or tasks.
  - Planning and Organizing - Skilled at establishing courses of action for self and others to ensure work is completed efficiently.
  - Problem Solving/Decision Making - Ability to identify and understand issues, problems, and opportunities; using effective approaches for choosing a course of action or developing solutions.
  - Stress Tolerance - Ability to maintain stable performance and positive relationships with others while under pressure or opposition.
  - Technical/Professional Knowledge and Skills - Demonstrates a satisfactory level of position-related technical knowledge and skills.
  - All "Heartists" are required to comply with every reasonable request from their hierarchical supervisor(s) within an amount of time that it takes to comply under normal circumstances.
  - All "Heartists" may be assigned to other duties in the hotel as and when required by business levels.

**GENERAL DUTIES:**

**Health and Safety**

- Ensure that all potential and real Hazards are reported immediately and rectified
- Be fully conversant with all departmental Fire, Emergency and Bomb procedures
- Ensure that all emergency procedures are rehearsed, implemented and enforced to provide for the security and safety of guests and employees
- Ensure the safety of the persons and the property of all within the premises by fairly applying Hotel Regulations by strict adherence to existing laws, statutes etc.
- Ensure all staff within the department work in a manner which is safe and unlikely to give risk of harm or injury to selves or others
- Use safe manual handling techniques and practise safe work habits following Accor Health, Safety and Environment policies, maintain procedures to minimise our impact on the environment and prevent pollution.

**Confidentiality**

- Ensure confidentiality and secure storage of all intellectual property and data bases, both hard copy and electronic. Adhere to Accor Internet and Email policy
- Ensure Hotel, Customer and Staff information or transactions are kept confidential during or after employment with the company.

**To be fully conversant with:**

- Hotel fire procedures
- Hotel security procedures
- Hotel Health and Safety policy and procedures
- Hotel Facilities and attractions
- Hotel standards of operation and departmental procedures
- Mercure Appearance guidelines
- Mercure vision and its corresponding strategies
- Methods of accepted payment of the company
- Short and long term company marketing promotions

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**NOTE**

This document reflects the job content at time of writing and will be subject to periodic change in the light of changing operational and environmental requirements. Such changes will be discussed with the job holder and the job description amended accordingly.

**"Heartist" Name:**

**HOD/DH/DOP Name:**

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**Date:**

**Date:**

**"Heartist" Signature:**

**HOD/DH/DOP Signature:**

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