

**TORGERSON PROPERTIES, Inc.**  
**JOB DESCRIPTION**

***"Whatever it takes for outrageous guest service. You have the power!!!"***

Job Title: **Director of Revenue Management**  
Exemption Status: Exempt

Pay Class: xx  
Dept: Hotel

**JOB SPECIFICATIONS**

<b><u>Factor</u></b>	<b><u>Level</u></b>
Education	High School + 4 years
Experience	2 year
Supervision Given	None
Supervision Received	VP Sales & Marketing

**JOB OVERVIEW**

**Job Summary:** The Director of Revenue Management is responsible for maximizing revenue, profit and market share associated with rooms and function space; managing the processes associated with demand, revenue, forecasting, opportunity analysis and inventory management; determining and managing—with hotel leadership—the hotel’s sales strategy and pricing for transient and group opportunities; and identifying future market and hotel opportunities and effectively communicates through the organization.

**Essential Job Duties:**

1. Identifies revenue problems and opportunities with sufficient lead time to positively impact revenues. Finds new ways to effectively generate revenues. Consistently takes a strategic approach for each hotel.
2. Understands, endorses, teaches and enforces the **TORGERSON PROPERTIES** Mission Statement, Vision Statement, philosophy, policies and procedures.
3. Promotes the Organization, its plans, programs and achievements to the public and associates at all times.
4. Makes contributions as a member of the **TORGERSON PROPERTIES** team; improves himself/herself, the Organization and its image in any way possible.
5. Reacts with urgency to any forecasted revenue shortfalls to budget or in relation to a hotel’s historical or anticipated position compared to its competitive set. Recommends and assists in the development and implementation of strategies and tactics to stimulate short-term revenues to protect budgeted profit targets.
6. Deals effectively with people, creating teamwork, taking charge, generating enthusiasm, motivating and demonstrating a hands on leadership approach.
7. Ensures a strategic mix of business and pricing strategies are set for each hotel based on market conditions to maximize revenue and profitability.
8. Continuous analysis of competitive sets, price positioning, seasonality and mix.

9. Uses all Yield Management tools available to maximize efforts.
10. Manages property participation and production through relevant Internet sites and other distribution channels (CRO, GDS and appropriate Third Party Internet sites).
11. Assists in developing the annual property Business Plans and budgets.
12. Develops and implements effective market segmentation tracking and analysis.
13. Teaches and coaches Company managers to develop rooms revenue forecasts.
14. Ensures ongoing reservation sales training is being conducted with property Front Office and Reservation Sales staff.
15. Continually seeks improvement in revenue management practices.
16. Provides Displacement Analysis for group and transient opportunities.
17. Leads the annual Request for Proposal (RFP) process.
18. Has excellent knowledge of transient, group and catering customer segments.
19. Continuous analysis of price positioning, seasonality and mix to identify revenue opportunity.
20. Ensures straight line availability and proper restrictions are in place.
21. Conducts weekly / biweekly Yield/Sales Strategy meetings with property leadership team.
22. Conducts quarterly and annual pricing meetings to maintain rational pricing strategies.
23. Assists Hotel General Managers and Sales Leaders in the annual pricing meeting.
24. Has excellent personal accountability, time management, meeting deadlines, effective communication and presentation skills.
25. Has excellent understanding of total hotel revenue management concepts, processes and systems.
26. Understands brand strategies and cultures.
27. Develops strong relationships through frequent communication and the use of professional, courteous and ethical interpersonal interaction.
28. Conducts research, surveys, personal investigation and studies market place and territory in order to effectively capitalize on the hotel's strengths and competitor's weaknesses.
29. Focuses on revenue-producing activities and maximizes time.

30. Acts with integrity and professionalism, a service-focused approach and a caring, sincere attitude at all times.

**Non-Essential Job Duties**

31. Performs related work as required.

**Physical Demands:** The physical demands described here are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sits	Approximately 50% of the time
Standing	Approximately 25% of the time
Walking	Approximately 25% of the time
Bending/Stooping	Occasionally
Crouch	Occasionally
Push/Pull	Occasionally
Lifting/Carrying up to 10 lbs.	Occasionally
Verbal communication	Frequently
Written communication	Frequently
Hearing normal conversation	Frequently
Sight, including near acuity and depth perception	Frequently