

Leads, develops and optimizes the performance of Northview's properties with primary responsibility for managing transient sales, group evaluation/pace analysis, distribution systems, channel optimization, reservations sales and select wholesale relationships. Secondly responsible for total hotel/resort revenue management including banquet/catering sales, food and beverage and other operated revenue opportunities. In concert with an on-property Revenue Manager; responsible for the overall price positioning, distribution channel management and revenue optimization for the hotel/resort, analyzes current trends, anticipates future trends, and sets pricing and related strategies. Shares these strategies in scheduled weekly meetings and impromptu updates and collaborates with key property leaders to produce outstanding results. Develops budgets, forecasts, and long range projections that can be depended on to optimize operational performance leading to exceptional guest satisfaction and enhanced profitability. Responsible for the design, implementation, integration and optimization of the hotel/resorts distribution infrastructure including property websites, brand websites, booking engines, GDS, mobile applications, call center applications, salesforce automation, and property management system integration. Develops and utilizes Northview's Business Intelligence tools to automate reports and increase the availability and accuracy of key business information to improve decision making and maximize results. Utilizes Northview's proprietary True North management system, practices excellent time management, and coordinates with fellow management team members to operate in an efficient, cost-effective environment that produces outstanding results while staying true to Northview's values. Strives for continuous improvement and leads a balanced home/work life.

% of Time	Competency	Tasks, Duties and Responsibilities
10%	Analysis	<ul style="list-style-type: none"> Monitors and understands hotel/resort positioning, competitor pricing, and the dynamics of the local market, seasonality and demand generators. Analyzes weekly and monthly STR data to fully understand both short and long-term gains and losses in RevPAR index by segment and by day of week. Forecasts future index potential. Reviews key call center analytics and listens to reservations calls to understand both the metrics and the key verbal nuances influencing response to promotions, pricing, and restrictions. Stays abreast of industry and local market trends. Works with on-property Revenue Manager/Analyst to produce a month-end summary contributing to the hotel/resort's monthly reporting letter and to help guide future strategies.
20%	Set Pricing & Strategy	<ul style="list-style-type: none"> Leads the Revenue Management strategies for the hotel/resort by developing the overall strategy, adjusting when appropriate and leading the weekly revenue management meeting. Develops effective attrition and cancellation policies for both transient and group markets. Analyzes rate strategies using Northview's Demand Analysis tool, call center statistics, and productivity by distribution channel to optimize results. Maximizes affiliation (brand) productivity by monitoring CRS/GDS and utilizing available revenue management tools. Analyzes group business opportunities making recommendations to maximize total hotel/resort revenue, stabilized business volumes, and optimize business mix for maximum profitability. Participates in the annual RFP process for negotiated accounts, wholesalers, e-wholesalers and leads displacement analysis for all base business opportunities. Works with on-property Revenue Manager/Analyst to review capture rates, pricing opportunities, competitive positioning, and performance of banquet, catering, food and beverage and other operated departments.

Director of Revenue Management

% of Time	Competency	Tasks, Duties and Responsibilities
15%	Forecasting/Pace/Pick-up	<ul style="list-style-type: none"> • With on property Revenue Manager/Analyst; prepares 14-day, monthly and balance of year (BOY) forecasts. • Monitors group pace and ensures proper systems are in place to accurately forecast group potential and adjusts blocks, enforces contract terms to maximize results. • Stays in tune with hotel/resort's digital dashboard and uses SEO performance, PPC, web analytics, demographic information, and contributing links to influence revenue management decisions, packaging, promotional opportunities, flash sales, email blasts, and signature events to increase demand. • Assists with forecast/budget development for food & beverage and other operated departments. • Maintains forecast accuracy +/- 3%. • Plays a key role in the development of the hotel/resort's AOP and proforma projections.
20%	Distribution Infrastructure	<ul style="list-style-type: none"> • Establishes rooms' inventory and product types to maximize sales and improve operational effectiveness. Develops sales and operational strategies to maximize value for high demand room types and ensure that arriving guests' expectations are always met. • Develops and executes distribution strategy; assists with brand affiliation analysis and overall distribution architecture for the property. • Plays a key role in the optimization of the website, reservations sales systems, booking engine (s), package integration, and ancillary sales opportunities. • Ensures that property management, telephone, call-routing, and office automation tools are optimized to ensure outstanding results. • Develops (w/third parties) training and development programs to ensure calls are handled efficiently, guest needs are identified and FAB strategies are used to connect and close each sale. • Coordinates process to "connect" with arriving guests (leisure and select groups) through personalized welcome messages from a member of the Guest Service Department.
10%	Wholesale	<ul style="list-style-type: none"> • Manages select wholesale and third-party internet relationships, inventory levels, placement, and promotional strategies. Tracks results and develops systems to ensure prompt payment.
15%	Systems & Tools	<ul style="list-style-type: none"> • Develops and maintains Northview's world-class Business Intelligence Tools. • Works closely with department managers to elevate the impact of Northview Business Intelligence tools by automating additional business processes. (i.e. scheduling, other revenue forecasting) • Helps ensure accuracy and balances all relevant systems.
10%	Leadership	<ul style="list-style-type: none"> • Uses Northview's True North management by objectives system to align priorities with the hotel/resort's strategic objectives, each month. • Utilizes effective time management processes, available technology and excellent work habits to balance home and work life. Strives for continuous improvement.