

JOB DESCRIPTION/ESSENTIAL FUNCTIONS

JOB TITLE: General Manager

DEPARTMENT: Operations

SUPERVISOR TITLE: Regional Manager/ Area General Manager (If Applicable)

Job Description/Summary:

Responsible for the overall success of the hotel, meeting or exceeding planned objectives for revenue and profit, and ensuring guest satisfaction and product quality standards are met. Manages all areas of the hotel in accordance with brand standards to achieve a friendly atmosphere of superior guest service and product quality. Provides exemplary performance for staff to follow.

ESSENTIAL JOB FUNCTIONS:

GUEST RELATIONS

- Be readily available/approachable for all guests.
- Ensure that departments achieve or exceed guest's service expectations.
- Take proactive approaches when dealing with guest concerns.
- Extend professionalism and courtesy to guests at all times.
- Become involved in community and/or government affairs.

ASSOCIATE TEAM

- Communicate all goals and results with associates.
- Promote teamwork and associate morale.
- Lead by example demonstrating self-confidence, energy and enthusiasm.
- Motivate and encourage staff to solve guest and associate related concerns.
- Communicate career opportunities to team leaders and associates.
- Recognize good team performance on a continuous basis through reward and recognition programs.
- Assist team leaders in meeting and exceeding goals.
- Meet semi-annually with staff on a one-to-one basis.
- Conduct monthly reward and recognition meeting celebrating goal and associate achievements.
- Promote empowerment by recognizing team members that make decisions.
- Assist assistant general manager/team leaders in understanding AOS/GSS results, developing game plans to attack need areas and expand on strengths.
- Complete skills matrix for assistant general manager and team leaders focusing on continual learning.
- Assist the team leaders in doing the same for each team member.
- Conduct one-on-ones with assistant general manager, team leaders and team members bi-annually.
- Provide service training on quarterly basis. Utilizing local classes, trainers and other corporate training resources.
- Ensure orientations for new team members are thorough and complete in a timely fashion. Make sure associates understands all of the benefits they are entitled.

FINANCIAL

- Achieve budgeted revenue and profit goals, balancing cost with guest satisfaction.
- Comply with all corporate accounting procedures.
- Maximize revenue through the Yield Management and inventory control systems.
- Develop annual budget and capital expenditure plans.
- Aggressively minimize accident, workmen's compensation, and unemployment claims and resulting costs.
- Utilize budgets to teach assistant general manager and team supervisors to understand financial objectives. Balancing costs with associates/guests satisfaction.
- Develop and communicate selling strategies.
- Review these weekly with Direct Sales Manager.
- Oversee all accounting functions, including, but not limited to, accounts payable, accounts receivable, petty cash, payroll and ordering procedures.

SALES AND MARKETING

- Implement and encourage hotel participation in corporate national sales and marketing programs.
- Communicate competitive market conditions to team supervisors and Regional Management.
- Review inventory controls and selling strategies daily.
- Continually solicit new business for the hotel.
- Monitor group block and direct bill processes.
- Networking during breakfast and social hours to assist sales in uncovering new business leads.
- Ensure that all Guest Care associates understand hotel selling strategies.
- Stay current on local market conditions.
- Assist the hotel sales team with preparing the annual revenue budget and annual marketing plan.
- Maintain rapport with competitor hotels, lead sources, clients, and the local community.
- Manage sales department.
- Review period end reports.
- Attend community relations meetings.

OPERATIONS

- Perform hands-on duties as needed to deliver guest services.
- Provide a safe working environment in compliance with federal, state, city, and county requirements.
- Responsible for accident prevention programs.
- Audit to ensure guest rooms, public spaces, grounds, work and kitchen areas meet sanitation and cleanliness standards.
- Coordinate preventive maintenance and general clean program so that guest satisfaction goals are attained.
- Audit a minimum of 15 rooms per week identifying displeasures and ensuring general cares meet standards.
- Assist/teach team supervisors scheduling against guest and hours per

- occupied room goals. Look for potential need times during the week.
- Ensure cross-training of all associates.

ADMINISTRATIVE

- Ensure property hiring practices comply with I-9, ADA and EEO requirements and strive for a culturally diverse work place.
- Promote both Guarantee of Fair Treatment and Open Door policies.
- Use constructive coaching and counseling when addressing associates concerns.
- Maintain current licenses and permits as prescribed by local, state and federal agencies.
- Scheduling of management team includes coverage of weekend and evening hours.
- Pursue additional personal development.
- Carry out all reasonable requests of which you are capable of performing.
- With input from the team supervisors, conduct reviews in a timely fashion.
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Additional Responsibilities:

- Any other duties assigned by Supervisor

I have read and understand my job description as stated above.

Signature

DATE

Supervisor

DATE