

GENERAL MANAGER

BALTIMORE, MD

Currently seeking an energetic, service-oriented and results-driven General Manager for a property located in **Baltimore, MD**. We're looking for a motivated individual who has a passion for the hospitality industry and embraces integrity, service, grit, respect, empowerment, ambition and teamwork - all the core values that cultivate our winning culture of success.

The ideal GM candidate will provide a direct, hands-on, team-oriented approach to provide a high-quality experience for guests, associates, and clients. We are searching for high energy, results oriented, team players who have the skills and abilities, along with the passion and commitment to achieve the highest standards and to maximize GOP. The ideal candidate will have the ability to conceptualize and implement a daily plan of action while inspiring the team to create memorable experiences for all guests.

- Developing a full business plan and budget; effectively communicating goals and objective
- Holding associates accountable
- Writing monthly, accurate reports
- Motivating associates, driving team, and mentality to exceed expectations
- Candidates should possess the drive, creativity and ability to develop his or her direct reports.
- Applicants must be self-motivated, enthusiastic and enjoy working in an environment that promotes autonomy, accountability and teamwork.
- The GM must demonstrate professional and motivational image to associates, guests, sales accounts, local community representatives, vendors, and competitors at all times.
- This position will report to, and work closely with the corporate team.
- Serve as first point of contact for regional/home office sales support to hotels in the region.
- Coach mentor, cultivate, and motivate a team of sales professionals to effectively optimize profit.
- Assess strengths/challenges of operations team and support Directors of Sales.
- Visit competitive hotel set in region to analysis and knowledge base.
- Monitor and communicate industry trends within assigned market.
- Ensure Sales Teams are utilizing key information to make strategic selling decisions (e.g. STAR Report, Hotelligence, and Sales Pro).



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- Work with Vice President of Operations to gain support, gather/share information and meet the needs of the hotel.
- Monthly update calls with Home Office.
- Functions as the strategic business leader of hotel departments accountable for achievement of revenue performance and activity goals.
- Evaluate property market performance including effective optimization.
- Assist in developing strategies to achieve target levels of revenue and RGI performance.
- Assist in the creation, review and approval quarterly sales and marketing action plans.
- Participate in crafting and approving annual hotel business plans including revenue and expense budgets.
- Participate in the hiring, orientation, discipline and termination (if applicable) of new employees.
- Provide training assistance to hotels to assure career growth potential.

COMMUNICATION:

- Conference calls with Regional Team members, Hotel Team, and COO.
- Frequent conference call with all General Managers in the region to share ideas and discuss mutually beneficial strategies.
- Ensure that property Directors of Sales are kept abreast of Home Office and/or regional strategies
- Share industry trends, strategies and news with sales and operational teams.
- Communicate needs of the hotel to both the VP of Operations and Home Office.

FINANCIAL PERFORMANCE:

- Keep abreast of property performance relative to budget, forecast, guest satisfaction, and cost controls.
- Review, discuss and suggest market segment strategies based upon analysis of the STR & Hotelligence Reports.
- Work in conjunction with Regional Revenue Managers to ensure that sales & pricing strategies are aligned for success.
- Weekly participation in property Revenue Meetings.
- Work in conjunction with the VP of Operations to achieve hotel's annual operating budget and marketing plan goals.



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SKILLS NEEDED:

- Must be able to perform the duties outlined within the assigned General Manager Job description.
- Desired 10+ years' experience as a General Manager or Assistant General Manager, but will accept minimum of two years' experience as a General Manager or Assistant General Manager.
- Knowledge of the selling process, handling objections, employee relations and creating the service culture.
- Knowledge of Marriott/ Starwood Brand Hotels preferred.
- Aptitude in navigating industry market reports, such as STR, Hotelligence and P/L statements.
- Ability to assist regional teams with strategic deployment, preferred/target account penetration, market focus and long-term selling strategies.
- Ability to mentor and train.
- Ability to multi-task.
- Diplomacy

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Experience as a GM in a nationally flagged hotel. A Marriott/Starwood brand hotel is a plus.
- Utilizes excellent time management skills including planning, prioritizing and follow-through.
- Demonstrate strong guest service orientation and skills.
- Exhibit exceptional communication skills.
- Capable of quickly evaluating alternatives and decide on a plan of action.
- Proficiency in Microsoft Excel, Word and PowerPoint.



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EDUCATION and/or EXPERIENCE:

Prior experience required. Depending on the role degree may be required. The ideal candidate will be a strong creative leader with excellent selling and presentation skills. Must have previous experience as General Manager or Assistant General Manager with both full and select service hotels. Preferred candidates must have an in-depth understanding of group, business transient sales; significant experience in digital and social media marketing; possess strong leadership skills, incisive analytical skills as well as the ability to proactively design strategy with the property and home office team to maximize RGI and GOP; have understanding and experience applying revenue management tools, reports, and strategies; and is familiar with brand sales automation systems Delphi, SalesPro.

LANGUAGE SKILLS:

Ability to read, write, and verbally communicate effectively and professionally both internally and externally. Ability to diplomatically deal with difficult situations and people, while exhibiting a consistent level of professionalism. Well organized, detail oriented with excellent follow-up

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to stand, walk, and talk or hear. The employee frequently is required to use hands to handle or feel objects, or telephone. The employee must regularly lift and/or move up to 10-25 pounds and frequently lift and/or move up to 50 pounds. Travel is required while performing the duties of this job, the employee will be required to travel for business related purposes, including but not limited to property visits, trainings and conferences.

Must be able to organize time effectively and work flexible and extended hours if necessary. Must have ability to travel over-night as necessary and maintain valid driver's license

(Please note: management reserves the right to change, modify, and/or alter any of the duties listed above to meet business demands).

