

**Overview:**

The DRS is a member of the asset management team working directly with the SVPs of Asset Management to ensure hotels are optimizing revenue streams, growing market share, and managing distribution channels effectively to generate the best results for the portfolio. The DRS works directly with the revenue teams and management company representatives to develop and execute thoughtful and successful strategies for the hotel. Thorough knowledge of market dynamic and trends, effective management of distribution channels, application of generally accepted revenue management principles, understanding of brand and/or management company revenue management strategies/philosophies, careful analysis of booking trends and forecasts, and strong communication and organizational skills, are critical for the success of the individual in this position.

**Qualifications and requirements:**

- Five (5) to Seven (7) years of prior revenue management experience as an Area Director of Revenue Management responsible for leading strategy for a portfolio of hotels (3 or more) or as a Regional Director of Revenue Management managing a portfolio of hotels with a management company, brand or ownership group is preferred. Experience with upper upscale/luxury hotels, multiple brands, and independent hotels is preferred but not required.
- A sound foundation in revenue management principles including pricing, inventory management, distribution management, and digital marketing.
- Ability to handle multiple tasks including job responsibilities as outlined below along with special projects as assigned by the Asset Management and Executive Committee team.
- Desire to train and mentor asset management analysts and hotel teams in revenue management principles, effective selling strategies, forecasting, digital marketing and brand resources.
- Travel to meet with hotel teams, management company team, and brand representatives is required approximately 30% of the time or as requested by the asset management team. Greatest concentration of travel occurs in December for budget reviews.
- The position will be based at our Bethesda, MD office.

**Essential Functions of Corporate Director of Revenue Strategy:**

- Continuous Revenue Management:
  - Participate in weekly revenue calls for eight (8) to twelve (12) as a focus property and provide weekly recap to the asset management team.
  - Validate hotel pricing and evaluate price position vs. the comp set.
  - Understand each hotel's current mix of sales and work with the hotels to reshape their segmentation mix.
  - Assess the likelihood of achieving forecasts and identify any areas of risk or upside based on current pick up trends.
  - Share best practices with a focus on successful strategies, marketing tactics, promotions and packages, and digital media options.
  - Complete annual Revenue Management Assessment for the focus hotels.

- **Digital Marketing, OTAs and Web Presence:**
  - Audit hotel website(s) periodically to review content, imagery, special offers, and pricing strategies.
  - Understand hotel's digital marketing strategy and allocation of marketing budget towards driving direct bookings. Review efforts with PPC, retargeting, social media, paid advertising, etc.
  - Partner with OTA representatives to ensure hotels are positioned appropriately on OTA sites, participate in marketing and promotional opportunities, review the portfolio's performance on the channel, and monitor the cost of acquisition.
- **Negotiated and Wholesale Accounts**
  - Review quarterly negotiated account production and help the hotels develop action plans to improve production from BT.
  - Monitor RFP season to ensure hotel engagement throughout the process.
  - Work with the hotel teams to review annual FIT/Wholesale pricing.
- **Distribution Strategy:**
  - Analyze channel contribution by property for all distribution channels.
  - Focus on strategies to drive direct booking channels and reduce OTA reliance.
  - Ensure hotel has adequate visibility on GDS.
  - Monitor acquisition costs by channel.
- **Market Knowledge:**
  - Monitor citywide data by market and provide updates on markets as needed.
  - Assist in developing annual budget RevPAR increase goals for the portfolio.
  - Review and critique annual marketing plans.
  - Participate in any market updates provided by STR, HSMIAI, CVB, etc. to understand future outlook.

### Education

Bachelor of Arts or Bachelor of Science degree required. Preferred candidates have a major in economics, hotel administration, marketing or business.

### Skills/Abilities:

- Strong analytical, quantitative, and computer skills with an emphasis on MS Excel and MS PowerPoint.
- Ability to work independently on projects as well as collaboratively with the asset management and property teams.
- Strong attention to detail.
- Strong written, verbal and interpersonal skills a must, to interact with groups internally and externally, including senior executives.

### Compensation

This position will be compensated on a tiered performance-based system that includes a base salary, annual performance bonus, and company stock compensation. This position is also eligible to participate in the firm's competitive 401(k) Plan.