

# **VP Brand Management**

## **GENERIC POSITION DESCRIPTION**

**Position Title:** Vice President – Brand Performance

**Reports To:** President of All the Brand Managers

### **POSITION PURPOSE:**

The primary role of this position is to maximize the performance of all hotels under any Brand flag; ensuring the management of all our Brands aligns with each Brand's Strategy and that each hotel avails its of the full arsenal of brand support to ensure optimal performance and returns are enjoyed by the hotel owners.

### **EXAMPLES OF DUTIES:**

#### ESSENTIAL FUNCTIONS:

Average  
Percent  
Of Time

- 10% Performance measurement and trends analysis for all our brands with specific focus toward the development of sales plans and strategy to improve brand revenue performance. Key areas of strategic analysis, review and planning include: market segmentation performance (group, business travel, leisure/transient and third parties), central reservation contribution/cross-sell, international sales performance, customer loyalty and guest satisfaction tracking reports, brand performance score cards, quality assurance scores, market research.
- 50% Strategic direction and management of the Directors of Brand Performance Support in the international estate. Responsible for the recruitment, training, goals and performance tracking, consultation format, plans and actions, day-to-day operations of the Brand Performance Support team. The key focus of this area is to promote a culture of guest satisfaction, awareness of brand objectives and programs, revenue and market share performance and foster positive hotel/owner relations through the work of the Directors of Brand Performance Support.
- 25% Two way liaison with the Brand Managers and the hotels on issues that relate to: Brands' Standards, eDistribution, Partner Relations, IT, Education and Professional Development. The primary focus of this area of responsibility is to build awareness of the brands, provide brand-specific strategic guidance as needed, provide brand education and program integration, sales tools and programs to enhance performance and participation in strategic planning and joint initiatives on behalf of the hotels.
- 15% Management responsibilities as directed by the President and/or all the SVPs of Brand Management that might include but are not limited to work involving presentations, participation in cross-brand advisory/alliance committees, etc.

## **SUPPORTIVE FUNCTIONS:**

In addition to performance of the essential functions, this position may be required to perform a combination of the following supportive functions, with the percentage of time performing each function to be solely to be determined by the supervisor based upon the particular requirements of the hotel.

- Serve as primary contact for hotel owners and general managers relative to brand sales and/or individual hotel performance and challenge resolution.
- Develop programs that share best-demonstrated practices information on cost controls and analysis, as needed, in an effort to enhance hotel profitability.
- Work with other internal departments both in Operations, training, quality assurance, finance, revenue management, franchise development, to coordinate strategies direction and support that positively impact brand performance.
- Assist in the conceptual development of tools and resources to assist hotel-level management in achieving established goals and culture.

## **SPECIFIC JOB KNOWLEDGE, SKILL AND ABILITY**

The individual must possess the following knowledge, skills and abilities and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without the reasonable accommodation, using some other combination of skills and abilities.

## **QUALIFICATION STANDARDS**

### **EDUCATION:**

Bachelor of Science mandatory (Masters Degree preferred or equivalent)

### **EXPERIENCE:**

A minimum of 15 years hospitality experience that includes at least 3 years in a regional or corporate level sales and marketing management position.

### **LEADERSHIP:**

Must be strong motivator with proven management and interpersonal skills, and to be able to set direction for the brand and influence others to support that direction. Must have exceptional ability to draw input from multiple solutions and gain consensus for final plans, solve challenges and making decisions.

### **ANALYTICAL SKILLS:**

Must possess highly developed qualitative and quantitative analytical abilities. Experience in recognizing strategic opportunities through personal observations and information analysis and recommending solutions.

### **NEGOTIATION/MEDIATION SKILLS:**

Must be persuasive, flexible, open-minded, and able to perceive issues from another's perspective. Able to gain consensus from multiple audiences with diverse agendas.

**CREATIVE THINKING:**

Ability to understand diverse and complex business requirements and conceptualize innovative solutions.

**COMMUNICATIONS:**

Strong written and oral communication skills. Must be able to listen effectively and clearly communicate goals and expectations.

**PROJECT PLANNING AND MANAGEMENT:**

Must have exceptional planning skills, including the ability to see through various alternatives and related effects. Must be able to effectively guide and direct tactical and strategic plans, and to monitor success and measure results at the hotel and brand levels.

**PRESENTATION SKILLS:**

Must be able to develop presentations with targeted message and comfortable presenting in front of large groups, including senior management and ownerships groups.

**BUDGET RESPONSIBILITY:**

Must have a proven track record and experience in the management and allocation of significant marketing or operational budgets.

**GROOMING:**

Must maintain a neat, clean and well groomed appearance (specific standards available).

**Other:**

Regular attendance in conformance with the standards, which may be established by the Hotels Corporation from time to time, is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment.

Upon employment, all employees are required to fully comply with company rules and regulations for the safe and efficient operation of office/hotel facilities. Employees who violate Hotel rules and regulations will be subject to disciplinary action, up and including termination of employment.