

# Swiss International

 HOTELS & RESORTS

<b>Job Title:</b>	<b>Commercial Manager (International Service Center)</b>	<b>Job Category:</b>	Middle Management
<b>Department/Group:</b>	Commercial	<b>Reporting to:</b>	CEO & Managing Director
<b>Location:</b>	Ras Al Khaimah, UAE	<b>Travel:</b>	Limited
<b>Level/Salary Range:</b>	Mid-management	<b>Position Type:</b>	Full-time
<b>HR Contact:</b>	Human Resources Manager	<b>Date posted:</b>	November 15, 2017
<b>Training of Applicant(s):</b>	On the Job	<b>Post Expires:</b>	December 15, 2017

## Job Description

The Commercial & License Services Manager will be responsible for organizing, coordinating and keeping track of all Commercial & License Services initiatives undertaken at all Swiss International hotels either on the continent of Africa or in the territory of Middle East, Europe and Asia. This is to be executed according to License formula of Swiss International and all according to the applicable SOP's and the Swiss International's Standards, Values, Mission & Vision.

As a Commercial & License Services Manager, he/she is responsible for supervising and managing the using of all the Swiss International's Products and Systems by the hotels.

This includes the correct usage of SWISS-PMS, SWISS-REV, SWISS-REZ AND SWISS-REP. In addition, this includes the SWISS-SELECT and SWISS-DARLING loyalty programs.

This also includes managing relations with 3rd party Travel Agents, Corporate Accounts, Corporate Consortia (SWISS-REP) and the Social Media with the objective to reach the optimal Brand Performance Index at the hotels.

At the same time the Commercial & License Services Manager will oversee and ensure that the hotels strictly adhere to the house style and the manual including and not limited to implementations of new concepts and products. He/she will report to the CEO and the following people will report to the Commercial Manager: Marketing & Revenue Management Executive, Marketing & Distribution Executive and Corporate Communication Executive.

### Responsibilities:

- To organize, coordinate all Commercial & License Services activities for all the hotels.
- To distribute the monthly License Services reports to the Owners and Management teams of all the hotels within the area.
- To discuss the reports with Management teams on a monthly basis via Skype and once a quarter during a 2-day visit. The monthly performance will be discussed. During the meeting the Management teams and the Commercial & License services will identify the direct sound opportunities and directions as required.
- To ensure the introduction and complete usage of the products and systems and its relevant interfaces with SWISS-REZ and SWISS-PMS.
- Ensuring that the hotel reach the satisfactory BPI (Brand Performance Impact) as required by Swiss International.
- To ensure that the hotels are on Swiss International's website and that the revenues generated by the website is optimized.
- To ensure the correct and required usage of new media.
- To encourage and promote optimal usage of the loyalty programs (Swiss Select & SWISS-DARLING) while ensuring that the hotels reach the targets as set forth by Swiss International.
- To ensure optimal revenue generation for the hotel from Third Party sales channels directly connected to SWISS-REZ, such as Expedia, Booking.com, Hotelbeds etc.
- To ascertain the smartest usage of SWISS-REZ and all possible commercial opportunities to ensure the highest performance of business via the systems for the hotels.
- Performing and directing revenue management and yielding opportunities to the hotels.
- To schedule and train the hotel staff when required under the guidance of Swiss International Hospitality Academy.
- Ensuring that the Training Plans are drafted and communicated to the hotels.

<ul style="list-style-type: none"> <li>▪ Monitoring the GRI and comments for the hotels on SWISS-REP and ensuring the proper and efficient usage of the product by the hotels.</li> <li>▪ Supervise the designing of all advert materials such as brochures, newsletters, company profile, hotel directory</li> <li>▪ To assist the Hotel Management with relevant branding initiatives of the hotel while maintaining the standards as specified in the Manual.</li> </ul> <p><b>Knowledge, Skills and Abilities:</b></p> <ul style="list-style-type: none"> <li>▪ Bachelor degree in Business Administration or Hotel Management.</li> <li>▪ Strong understanding of the Commercial roles within the hospitality market.</li> <li>▪ Significant experience in and knowledge of the Hospitality Industry.</li> <li>▪ Strong network of connections is an asset.</li> <li>▪ Confirmed experience in building relationships and rapport.</li> <li>▪ Very good sense of business.</li> <li>▪ Demonstrated leadership ability, team management, and interpersonal skills.</li> <li>▪ Verified analytical and abstract reasoning skills, plus excellent organization skills.</li> <li>▪ Excellent written and oral communication skills in English. Any other language will be an asset.</li> <li>▪ Minimum 5 years of experience in a similar senior role</li> </ul> <p><b>Key working relationships:</b></p> <ul style="list-style-type: none"> <li>▪ Hotel Manager</li> <li>▪ Area Managers/ Directors</li> <li>▪ CEO</li> <li>▪ Distribution and Revenue Management</li> </ul>			
Reviewed By:	HKE	Date:	12-11-17
Approved By:	HKE	Date:	