

RegionalCluster General Manag - B-aparthotel Kennedy



Locatie Zuid-Holland, The Hague
<https://www.advertentiax.nl/x-936795-z>

Wees vrij. Wees onafhankelijk. In je eigen ruimte. B-aparthotels biedt weekendgasten, vakantiegangers en zakenreizigers de vrijheid van een verblijf in een centraal gelegen, ruim appartement met service in de belangrijkste Europese steden. Houd de controle. Wees vrij om je leven te leven op jouw manier. Wees jezelf. Just be.



Job Description
 Job Description: Regional General Manager
 Title: Regional General Manager
 Status: Full Time
 Supervises: All departments
 Objectives

To achieve set goals in revenue, profit and value enhancement, as well as employee and guest satisfaction by directing the operation of the assigned area of responsibility and its organization. Must adhere to company policies and procedures. Must preserve the B-Apart brand image.
 Constituents



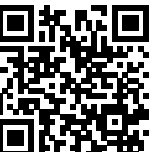
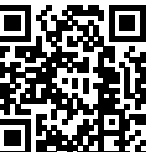






Aparthotel owners

Guests
 Employees

Measurement of Success

Financial performance
 Guest satisfaction
 Employee satisfaction
 Operational performance

Accountability
 Responsibility
 Performance (Results and Value)
 Achievement of the objectives for the hotel in revenue, profit, market penetration, customer service and employee satisfaction

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R. Develop, implement and adhere to strategic business plans, budgets and investment plans according to the annual business planning guidelines. Ensure that these are based on a good market and product knowledge, adequately foresee the near future as well as long-term expectations on market development and maintain realistic yet ambitious targets. Always strive to improve market penetration.

§ Monitor results regularly and initiate corrective measures and action plans if the aparthotel performs below expectations

§ Monitor performance to competitive set and initiate action if penetration development is negative

§ Set objectives and delegate responsibilities to the team

§ Foster team work, open communication, shared information and co-operation

§ Ensure the aparthotel team utilizes in full all resources available to support the aparthotel and enhance efficiency and know-how.

Commerciality / Value

A. Create value whenever initiating activities or making decisions. Live and communicate the philosophy, mission and vision of B-Apart.

R. Ensure the team understands the dimension of value when doing business. Ensure that the commercial aspects of decision-making are considered in all relevant areas (revenue management, investments, purchasing, employee scheduling, cost management, etc..)

Owner Relations

A. Ensure maximum owner satisfaction and trust.

R. Maintain a good working-relation and dialogue with the aparthotel's owner(s).

Act according to the cashflow situation and coordinate actions with the owner to guarantee the rental payment.

Fully understand all contractual relations between B-Apart and the owner and secure that all obligations are met. Understand, foresee and act proactively regarding any potential conflicts between owner's interest and those of the aparthotel.

Customer Relations

A. Maximize knowledge of local markets and key accounts and initiate PR activities.

R. Know, understand and get involved in initiatives directed at local markets, such as senior management sales calls and customer events. Take initiatives that build brand awareness, such as participation in local organisations and clubs, which include decision makers, authorities, press and opinion leaders.

Commerciality / ValueA. Implement and supervise corporate guest satisfaction programs and Customer Satisfaction Surveys

R. Secure maximum implementations, ongoing training and adherence to corporate guest satisfaction programmes. Ensure that all complaints from guests are dealt with properly and personally. The General Manager is to handle Guest complaints personally by a telephone call followed up by a letter. Monitor guest satisfaction reports and initiate corrective action if unsatisfactory.

Employee Relations

A. Ensure employee satisfaction and trust.

R. Facilitate at least annual employee satisfaction surveys and monitor an ongoing follow-up process. Initiate and monitor activities to correct negative deviations to aparthotel objectives.

People Development

A. Hire and develop potential with the right attitude, eagerness and qualification to promote the brand values.

R. Ensure that all employees in your aparthotels receive the necessary training, both in professional competence and in service attitude. Foster and encourage living up to the brand values. Encourage self development. Support education initiatives and participation in task force assignments. Ensure that good performers develop and move into new positions and assignments.

Laws and Regulations

A. Adhere to legal requirements

R. Investigate share and adhere to all relevant laws, regulations and legal requirements in your respective legal surrounding (i.e. financial accounting and reporting, tax, licenses, safety and security, health, labor, discrimination, data security, laws relating to contracts and business conduct, waste disposal, hygiene) Ensure that professional union relations are maintained.

Safety and Security

A. Assume full responsibility for compliance with emergency procedures – management and training.

R. Implement and monitor routines for effective prevention of and dealing with fire, major accidents and terrorism at the aparthotel. Ensure relevant training and induction of the aparthotel personnel in security matters. Facilitate documentation of all prevention and training activities. Investigate and promptly and diligently react to all information of a security nature. Ensure that your aparthotel seeks expert advice on necessary and advisable safety and security equipment, systems and solutions and implement the same.

Brand Protection

A. Be responsible for the protection of the brand image of B-Apart.

Investments

A. Ensure that all investments add value and make business sense.

Be aware that all investments can only be executed after owners' approval.

R. Ensure that well prepared and commercially sensible short and long-term investment plans are developed. Monitor execution of investment projects. Include value considerations and appropriate "return on investment" calculations in the evaluation process.

Authority and Reporting

A. Adhere to the company guidelines.

R. Adhere to and implement decisions of authority and "Grandfather Principle" for all decision-making levels (salary & benefits, promotions, dismissals etc..). Inform superior of changes in the team of your apart-hotels. Adhere to and monitor the apart-hotels' implementation of corporate contractual and legal reporting guidelines.

Company Policies

A. Adhere to your and apart-hotels' compliance with company policies.

R. Know, comply with and ensure the apart-hotels complies with company policies as communicated by head office of BEAPART.

Pre - Openings

A. Assure efficient openings/conversions with maximum and immediate commercial success.

R. Establish and monitor pre-opening business plan (including sales & marketing training, operational pre-opening, staffing and operating equipment list) and budget for the new apart-hotels project and conversion. Ensure property opens on time, within pre-opening budget and in accordance with the B-Apart standards. Seek support and assure co-ordination with immediate Supervisor as well as the B-Apart/Beapart head office resources.

Responsible Business

A. Ensure commitment to Responsible Business Initiatives

R. Ensure that all Responsible Business policies and guidelines are implemented and observed at your apart-hotels in addition to legal requirements. Actively promote the development of new approaches to environmental objectives and savings.

Leadership

A. Lead by example.

R. Be at all times a role model for all points of contact with internal and external stakeholders for all employees and the management team.

Job Requirements

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