



Central Reservations & Rewards (CRR) Supervisor

Rapidly Growing Company, Rewarding Career, Envious Company Culture and Convenient Location.

SilverNeedle Hospitality is an integrated management, development and investment company with hotels and resorts located throughout the Asia Pacific Region. We have an exciting opportunity available in our Sydney head office based in Chatswood.

The Central Reservations and Rewards Supervisor is responsible for the operations, systems and marketing for the Central Reservations and Rewards office. This includes supervising a team of reservations and rewards consultants who transact hotel bookings via various means and provide internal and external customer service support for The Escape Club, frequent guest reward program.

Development and implementation of reservations and rewards procedures/systems to maximize hotel occupancy are a critical part of the role to ensure an effective and efficient experience for both Hotel Staff and the guests.

The CRR Supervisor will execute operational and sales activities to increase revenue and operational efficiency of The Escape Club, as well as initiate activities that increase membership growth and level of satisfaction of members within the program.

AREAS OF RESPONSIBILITIES

- Management of CRR revenue and implementation of sales processes and techniques to increase conversions rates
- Manage and maintain hotel rates, content and images on hotel reservations systems, booking engines & Global Distribution Systems
- Monitoring hotel rate distribution and information via electronic channels to ensure rate parity and maximize sales opportunities
- Providing training and support for the hotels on techniques to generate revenue via rate distribution channels
- Identify corporate sales leads for National Sales Team by monitoring website reservations information and data provided by new and existing Escape Club members
- Day to day operations of the Escape Club program and members/hotel support
- Ensure CRR team provide a high-level of assistance and support to Escape Club members for reservations and program enquiries, with personal attention to Top Spenders
- Create and distribute rosters for full-time, casual staff and student appointment
- Provide on the job as well as external training opportunities
- Provide reporting on call rates, revenue via CRR channels, booking fees, and Escape Club member activity on a monthly basis as required for the Marketing Dashboard Report
- Maintain relationships with internal and external technology and support suppliers and communicate changes/ upgrades of systems to hotel users



EXPERIENCE & QUALIFICATIONS REQUIRED

- At least 18 months supervising or managing a reservation team within a hotel, central reservations or reward centre environment
- Opera, Myfidelio, Pegasus, channel management and third party website systems experience
- Current experience in revenue and yield strategy implementation.
- Understanding of the relationship between hotel/tourism products and providers/suppliers
- Destination knowledge of the Asia Pacific Region
- Experience in consumer and or loyalty marketing preferred
- Attention to details is an absolute must

Please send your resume to: jmckinnon@silverneedlehotels.com.au. **Applications close 16th December 2011.**