

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - REVENUE MANAGER/ASSISTANT REVENUE MANAGER				
Sector	Hotel and Accommodation Services			
Track	Revenue and Distribution			
Sub-Track	Revenue Management			
Occupation	Revenue Management Professional			
Job Role	Revenue Manager/Assistant Revenue Manager			
Job Role Description	<p>The Revenue Manager/Assistant Revenue Manager oversees revenue management and distribution strategies of the property. He/She ensures that the revenue team adopts best practice standards in revenue management operations and leads the team in monitoring market trends and the competitive landscape to develop pricing and sales strategies. He works closely with other departments to ensure sales strategies are implemented on a daily basis to achieve revenue goals.</p> <p>He is responsible for providing weekly dynamic forecasts of expected results, variances and budget comparisons, analysing overall monthly sales performance and providing recommendations to improve long-term strategies. He oversees the maintenance and enhancement of revenue management systems and evaluates the performance of distribution partners and contracted rates. His role includes managing budget matters, staff training and development as well as staff performance review. The Revenue Manager/Assistant Revenue Manager leads the reservation and revenue management functions of the property in the absence of a directorial level.</p> <p>He is able to work across levels and departments and perform in a fast-paced environment. He is able to apply systems thinking in problem-solving and decision-making and possesses strong numeric skills for fast data-crunching.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Drive revenue optimisation	Implement revenue management operations, procedures and best practices Develop inventory, pricing and sales strategies to increase revenue Revise sales and pricing strategies according to market conditions Communicate sales strategies to relevant departments to achieve revenue goals Manage room category and overbooking status to optimise yield		
	Develop revenue management data insights	Review market analysis reports to generate insights for revenue management strategies Monitor and determine demand periods for rooms and function spaces Review competitor landscape analysis and market dynamics to determine appropriate strategies to maintain market competitiveness Develop weekly dynamic forecasts of expected results, variances and budget comparisons Analyse monthly sales performance to provide inputs on future rate setting and recommendations to improve long term strategies		
	Manage revenue management systems	Oversee maintenance of all related revenue management systems Maintain accurate pricing rates and inventory allotments in all related revenue management systems Recommend system improvements for data collection and evaluation		
	Manage distribution strategies	Manage distribution strategies to drive market share Manage rate parity across all distribution channels Review performance of distribution partners and contracted rates Review channel distribution models to reduce cost of distribution		
	Manage human resources, finance and continuous improvement	Support budget forecasting process for the department Manage departmental costs to keep operating expenses within budget Develop innovation and productivity plans to improve revenue management operations Perform market scanning for industry trends on best practices and latest technology for revenue management Manage training and development to enhance staff performance Manage staff performance to achieve department goals		
		Technical Skills and Competencies	Generic Skills and Competencies (Top 5)	
	Budgeting	Level 3	Sense-Making	Advanced
	Business Negotiation	Level 4	Problem Solving	Intermediate

Skills and Competencies	Business Presentation Delivery	Level 5	Decision Making	Intermediate
	Data Analytics	Level 4	Communication	Intermediate
	Dispute Resolution	Level 4	Resource Management	Intermediate
	Room Distribution Channel Management	Level 4		
	Innovation Management	Level 4		
	Legal Compliance Management	Level 4		
	Market Trend Analysis	Level 4		
	People and Performance Management	Level 4		
	People Development	Level 4		
	Productivity Improvement	Level 4		
	Room Revenue Management	Level 4, Level 5		
	Revenue Optimisation	Level 4, Level 5		
	Staff Management	Level 4, Level 5		
	Technology Adoption and Innovation	Level 4		
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has			

The information contained in this document serves as a guide.