

Job Title: eDistribution Executive and China Distribution Market

Department: Digital, eCommerce & Distribution

Reports To: Senior eDistribution Executive

Responsibility Level: L5/UH

What believe and how we choose to behave

At Minor we always behave in the following way...

- We have pride in the work we do, how we present ourselves, and how we communicate with our guests and our colleagues.
- We use our initiative and always find the best way to solve a problem for a guest or a colleague.
- We work as a team with colleagues across all departments to deliver the highest quality of service on all occasions.
- We always think of new ways to surprise and delight our guests.
- We treat guests and colleagues with dignity and respect. Everyone is important.
- We hold ourselves to the highest standards of honesty and integrity.
- We are proud to represent our hotel and our country to guests from all over the world.

Why this job exists

As part of the expansion plans of Minor Hotels, Distribution and online sales have gained paramount importance. The scope of this job is to ensure we are competitively represented on our brand and product on all E-channels, Online or Digital media. This role will serve the needs of the business, our guests and our colleagues by developing and implementing key distribution and eCommerce strategies to optimize the distribution channels and enlarge our presence in the Chinese market.

To serve the growing needs of the business and individual hotels by:

- Implementing Minors Hotels long-term Electronic Distribution Strategy in line with corporate initiatives.
- Ensuring optimal content of all Minor Hotels brands in all relevant electronic distribution channels.
- Assisting in establishing best practices to manage Online Travel Agents.
- Supporting hotels and ecommerce and distribution section heads in corporate as required to better manage and leverage Electronic Distribution Channels
- Coordinating with hotels and partner agencies the execution of all eCommerce activities for all Minor Hotel properties and implementing new eCommerce initiatives to support hotels marketing strategies.
- Developing and optimizing the online content to maximise ranking/visibility of properties on various search engines and channels and on direct .com channels
- Implement rates
- Measuring, analyzing and reporting Distribution performances and suggesting tactics improvements and new activities.
- Produce monthly reports for each channels as required by the Section head and communicate with hotels and regional and cluster ecommerce managers

Scope and General Purpose of Job:

- eDistribution Executive is responsible for execution of distribution activities for Minor Hotels.
- This position will support also the corporate department by developing distribution and OTA's digital advertisement and GDS campaigns and all other B2B and B2B2C distribution platforms
- This position will also support the section head of electronic distribution with OTA and the implementation of strategies to maximize the production and revenues.

Key Duties and Responsibilities

Please note that this is not an exhaustive list of everything that needs to be done. Minor Hotel employees always find new ways to look after the business, their guests, and their colleagues. Within this, the key responsibilities for this position are:

Electronic Distribution

- To execute the Minor Hotel long-term Electronic Distribution Strategy working in line with corporate guidelines for our various brands.
- To support section head with Online Travel Agents management and implement SOPs for various International & Regional Online Travel Agents covering commercial terms, top source and guest geography markets, content management procedures, billing & payment information, etc plus tracking procedures and connectivity issues.
- To monitor and report on the hotels' effective use of electronic distribution tools and procedures in areas of business intelligence to maximize competitive advantage in the marketplace.
- To assist in providing the hotels with external market intelligence using tools such as Competitive Intelligence, Rate View Hotelbenchmark.com, access to a Global Distribution data, Internet web sites and corporate resources Rate Shopping.

Revenue Management and Pricing

- To assist the revenue team at each property in maximizing revenue and yield through business trend analysis, highlighting areas of opportunity in Electronic distribution strategies on an ongoing basis.
- To monitor and control that the distribution through all channels is in line with Minor Hotels' Distribution strategy and closely monitor business shifts between channels (Channel Management).
- To monitor and control that the Dynamic Pricing Strategies is adhered to and promoted with global and local distribution partners.

Strategy and Budget Management:

- Support section head in the overall hotel digital and ecommerce budget and related vendor/agency relationships (i.e. Supporting billing and invoicing needs with each individual hotel, etc.)

- Identify, articulate and rationalize insights and recommendations to senior hotel management.

Project and Third Party Agency Management:

- Meet with digital and Ecommerce industry representatives (i.e. vendors, agencies, media partners such as Expedia, Booking.com, Agoda, GTA, DOTW, Dnata, Hotelbeds etc.) to gain insight to best practices.

Technical

- To be familiar with the technical set-up of all relevant distribution channels or switches and to have reservations and Opera experience.

Qualifications

- Minimum of 2 years' working experience in tourism industry
- Connection with tourist agencies and great relation and familiarity with travel and tourism industry
- Familiar with the hotel operations available technology (PMS & RMS & Opera) and all distribution channels.
- Eyes for details and have sense of urgency
- Strong critical and analytical skills
- Excellent interpersonal and negotiation skills with professional appearance and demeanor
- Goal driven achiever who strives to deliver exceptional customer experiences
- English business level skill / Chinese Simplified business level is a must

How you can succeed in this role:

Within Minor, the top-performing people who do this job always demonstrate the following attitude:

Collaboration:

- They have the ability to plan and prioritise work in order to achieve targets and deadlines
- They can effectively support and supervise other members of the department to achieve business results.
- They have a proven ability to negotiate to achieve a desired outcome.
- They have a proven ability to communicate effectively and professionally using written and spoken English.
- They are highly financially literate, and proficient in business financials

Working with Others:

- They always try to anticipate and exceed the needs of customers and colleagues
- They use their own initiative and good judgement to solve problems in a calm and efficient way
- They enjoy working with others to achieve common goals. They volunteer as required to ensure the success of the team

- They act with personal professionalism and integrity at all times

Taking Responsibility:

- They always conduct business honestly and fairly. They keep sensitive information confidential.
- They can prioritise their workload effectively and be organised and structured at work
- They manage their time and pay attention to detail. They know their jobs, and are able to work without close supervision.
- They display a positive attitude, even under pressure. They personally check their work to ensure its accuracy.

Delivering Results:

- They are committed to meeting and exceeding all performance standards
- They constantly look to develop their own professional skills and abilities
- They perform job tasks in line with established policies and procedures They always try to provide a top-quality experience to all our guests.

YOUR COMMITMENT TO US

I am proud to join the team at Minor Hotels. I will work hard to perform all duties required to look after our guests and hotel, and to make my team mates proud of me.

Name

Date

OUR COMMITMENT TO YOU

Anantara welcomes you to the team. We will always treat you honestly, fairly and with respect, and we look forward to a long and happy working relationship together.

Name

Date