

JOB DESCRIPTION: Commercial Manager- New Zealand

Title:	Commercial Manager- New Zealand
Department:	Sales & Marketing
Responsible To:	Area General Manager- New Zealand
Inter-relationship:	General Managers, Hotel Managers, Cluster Revenue Manager, Financial Controller, Front Office Manager, Group Sales & Marketing Manager – Australia & New Zealand, Group Inbound Australia
Responsibilities:	Sales & Marketing Team New Zealand Region
Date Updated:	February 2025

JOB OVERVIEW

This position commands a dynamic visionary leader with strong business acumen to drive commercial strategy and innovation across all New Zealand HGC hotels. The role is accountable for driving sales across all market segments, therefore requires a deep understanding of hotel market segments. The key responsibility is to ensure sales, revenue and profit is maximised for each HGC hotel in the New Zealand region. This role is responsible for increasing brand awareness, ensuring HGC New Zealand hotels are a hotel of choice. The role requires a strong relationship builder with key clients, partners and stakeholders. A customer centric focus and tailoring state-of-the-art solutions to ensure long-term success is fundamental.

The Commercial Manager – New Zealand must demonstrate exceptional ability to foster and maintain strong internal relationships across all levels of the organisation. Success in this role depends on the ability to collaborate effectively with cross-functional teams, influence stakeholders, and create a cohesive, high-performing sales and marketing culture. The ideal candidate will be a proactive communicator who builds trust, navigates complex internal dynamics with diplomacy, and fosters a culture of collaboration. A history of successfully managing and strengthening internal relationships within a multi-property environment is essential.

Strategic

- Drive and implement innovative commercial strategies that ensure business growth and profitability for all HGC hotels in the New Zealand region.
- Collaborate with senior members of HGC to set business objectives with the company's commercial strategy.
- Directly accountable for delivering the top line budget and forecast by implementing a commercial strategy and business plan for each HGC New Zealand hotel.
- Provide a strategic direction on hotel market segments. Drive market segments to align the hotels offering with the preferences and behaviors of each segment.
- Directly responsible for market research and analysis staying informed about the commercial landscape including competitor activity, industry shift, market trends and adapt the sales strategy for New Zealand HGC hotels accordingly.
- Responsible for Process Optimisation, identifying inefficiencies and implementing improvement for better productivity and effectiveness
- Work strategically with the Cluster Revenue Manager to identify opportunities to drive revenue growth.

- Accountable for product/service innovation that identifies gaps in the hotels offering and recommend new product or services that align with market demand.
- Drive long term strategy for New Zealand hotels relating to Sales, Marketing, revenue and eCommerce topics as directed by the Area General Manager New Zealand and Group General Manager Australia and New Zealand.
- Develop key performance metrics (KPI's) and benchmark to measure sales achievements across all HGC hotels New Zealand.
- Evaluate commercial performance drivers and employ risk management framework and strategy across all New Zealand hotels for HGC brand.
- Responsible for improving HGC brand position and delivering the best market share possible for all HGC New Zealand hotels.
- Identify new target markets across all HGC New Zealand hotels and provide strategic direction and recommendation for all HGC New Zealand hotels.
- Set the strategic framework for New Zealand hotels partnering with the Hotel Managers/General Managers and Finance Manager to ensure profits are maximised in line with targets set.
- Undertake strategic projects for HGC New Zealand hotels as directed by the Area General Manager New Zealand and Group Area General Manager Australia.
- Work closely with the Area General Manager-New Zealand on any hotel sale and purchase agreements as part of the takeover/sale project team, as directed by the Area General Manager New Zealand. Participate in due diligence efforts as required.

Reporting and Analysis:

- Prepare monthly reports on sales, revenue, and market performance for all HGC hotels in the New Zealand region.
- Review forecasts for all New Zealand HGC hotels and report recommendations to the Senior Management team on a monthly basis.
- Prepare an annual business plan for each New Zealand HGC hotel reporting on monthly progress against targets.
- Prepare and control Sales & Marketing budgets for each New Zealand hotel within the HGC brand reporting monthly on variance to budget.
- Analysis and report monthly on the success of commercial initiatives for all New Zealand HGC hotels, adjusting strategies as needed.
- Provide data-driven recommendations to Directors and Senior Management team for each HGC hotel in the New Zealand region.
- Conduct quarterly presentations to the Board of Directors on all Sales, Marketing and revenue topics relating to all HGC New Zealand hotels.

Leadership

- Lead a team of sales and marketing professionals to meet and exceed sales targets for HGC New Zealand hotels.
- Provide high level project management leadership to increase sales for all HGC New Zealand hotels.
- Provide high level support to the Senior Management team. A role model that is a key business partner to Hotel Manager/General Managers.
- Provide strong leadership activity for all Sales & Marketing activity across HGC New Zealand hotels.
- Foster talent development, succession planning and cross-functional collaboration to achieve exceptional results.
- Have a strong understanding of legislative requirements in respect to employees and liaise with the Director of Human Resources about any issues that may arise.

- Create a safe, courteous, friendly, professional work environment
- Maintain positive and proactive communications with all Hotels and HGC employees.
- Work collaboratively with Group Inbound Sales Australia
- Provide leadership and training for the Sales and Marketing team to deliver results

Contract Management:

- Lead the negotiation, drafting, and review of contracts with clients and partners.
- Ensure that all contractual agreements across the New Zealand region are aligned with the company's goals and legal requirements.
- Resolve any contractual disputes or issues that arise.

Client and Stakeholder Relationship Management:

- Responsible for seizing new opportunities through strong customer relationships
- Build and maintain relationships with key clients, suppliers, and business partners for all HGC hotels across the New Zealand region
- Develop and implement client retention strategies to foster long-term partnerships for all HGC hotels across the New Zealand region.
- Coordinate with other departments across all HGC hotels in New Zealand to ensure client needs are met and projects are delivered on time and within budget
- Execute and negotiate tenders and contracts across HGC New Zealand hotels
- Ensure promotional activities across all New Zealand HGC hotels representing all HGC hotels at trade shows.
- Set strategic account plans for each New Zealand HGC hotel proactively managing the sales process of each account.
- Ensure CRM is managed across all HGC New Zealand hotels and used to its full capacity.
- Ensure all clients relationships are strategically managed across all HGC New Zealand hotels.
- Collaborate with Area Director of Sales & Marketing Brisbane on contracting all Inbound accounts for HGC New Zealand hotels.
- Work cohesively with the external consultant on Sales & Marketing related matters

Financial Management:

- Prepare and monitor Sales & Marketing budgets for all HGC New Zealand hotels and provide financial forecasts to the Senior Management team.
- Track and report on sales and revenue performance for all HGC New Zealand hotels and report monthly on opportunities for cost reduction and revenue generation.
- Provide financial insight and analysis for all HGC New Zealand hotels to help the company make informed decisions.
- Control wage costs for the Sales & marketing department.

Risk Management:

- Identify and mitigate commercial revenue risks through effective planning and strategy across all New Zealand HGC hotels.
- Ensure compliance with relevant laws, regulations, and industry standards.
- Maintain up-to-date knowledge of relevant industry developments and changes in regulations.

Marketing:

- In liaison with the Group Sales & Marketing Manager New Zealand and Australia oversee the Senior Marketing Executive- New Zealand and provide strategic and tactical implementation of the marketing plans for all HGC New Zealand hotels.
- Work closely with the Senior Marketing Executive- New Zealand and Group Sales & Marketing Manager New Zealand and Australia to manage the E-marketing strategy for all HGC New Zealand hotels.
- Work with Group Sales & Marketing Manager New Zealand and Australia and oversee the Senior Marketing Executive to develop and managing strategies for Google Analytics, Search Engine Optimisation (SEO) for all HGC New Zealand hotels.
- Identify channels and drive bookings for all HGC New Zealand hotels.

Health and Safety:

- Provide a safe and healthy environment for all staff to work in.
- Demonstrate a sound awareness of the Hotel and Company Occupational Safety and Health (OSH) policies, procedures, manuals and the Health and Safety at Work Act 2015. Ensure all relevant information pertaining to these is passed on to staff in the department.
- Responsible for the reporting and investigation of accidents and incidents in the Sales & Department across New Zealand HGC hotels and put in place corrective actions to eliminate or minimise the likelihood of recurrence.
- In conjunction with Human Resources, ensure that the department has the appropriate levels of staff who are trained in First Aid, fire training etc. Responsible for ensuring all staff are trained in the hotel evacuation procedure.
- Ensure that staff receive OSH information, training and the appropriate supervision when commencing at the hotel, starting new tasks, or using new equipment.
- Responsible for ensuring all contractors working within the department have completed the required OSH documentation including the Hotel Contractor Checklist and that a copy is provided to Human Resources. Ensure that contractors sign in and sign out.
- Provide all staff with, and ensure they are aware of the correct use of Personal Protective Equipment (PPE) and safety equipment that is to be used and that they adhere to safe working practices.
- Actively participate in the resolution of OSH issues

Human Resources:

In conjunction with Human Resources team work to ensure an effective and efficient high performing Sales & Marketing team across HGC New Zealand hotels by carrying out the following.

- Determination of current and future staffing requirements.
- Oversee that all new employees are inducted and provided with all the required training manuals and resources to perform their role.
- Ensure Performance Development Reviews are carried out in a timely manner using the correct documentation.
- The performance management of staff is proactively carried out. This includes the disciplinary process and constructive feedback being provided to enhance the future performance of the Department.
- Training and development of staff is proactively carried out and encouraged within the department and in conjunction with the Human Resources Department.

- Provide recognition to celebrate the efforts and success of the Department.
- Full compliance with the Employment Agreement and Employee Handbook. When staff behaviour contradicts these documents, appropriate action is taken and followed up.
- Promotes a friendly, supportive, and professional work environment. Any negative issues communicated by staff are addressed in a fair and timely manner. Follow-up and evaluation of action taken is carried out.

POLICIES RELATING TO THIS ROLE

- Please refer to the HGC Employee Handbook for policies applicable to all employees.
- Privacy Policy. This can be found on the Hotel Grand Chancellor website at www.grandchancellorhotels.com/privacy-policy
- No other specific polices applicable to this role.

I fully understand and agree with the above Job Description, and that it forms an integral part of my contract of employment.

Signed:

Date: