Position Description

POSITION	Revenue Manager		
REPORTS TO	Head of Sales and Revenue	**DIRECT REPORTS**	Revenue Analyst, Revenue Coordinator
KEY STAKEHOLDERS	**Internal:** ▪ Sales and Marketing Teams ▪ Park Operations Team ▪ Capital Works Team ▪ Finance Team ▪ IT & Systems Team	**External:** ▪ Online Travel Agents & Distribution Partners ▪ Property Management System Provider ▪ Revenue Management System Providers ▪ Channel Management & Technology Providers	
PURPOSE	The Revenue Manager is responsible for developing and executing revenue management strategies to maximise revenue and profitability across the Reflections Holidays portfolio. Through proactive pricing and yield management, demand forecasting, performance analysis and distribution optimisation, the Revenue Manager will identify opportunities to drive revenue growth, optimise commercial performance and achieve budget targets. Working collaboratively with Operations, Sales, Marketing and Finance, the Revenue Manager will provide commercial insights and leadership, drive continuous improvement in revenue management practices, and leverage technology and systems to enhance pricing decisions and revenue outcomes.		
BUSINESS DRIVERS	***The key capabilities and behaviours required to drive successful revenue management outcomes at Reflections Holidays.*** 1. ***Analyst*** – Draws conclusions and makes recommendations based on qualitative or quantitative data. 2. ***Cross-Functional Liaison –*** Builds and leverages relationships with individuals from other work groups to coordinate internal resources and accomplish shared goals. 3. ***Process Innovator –*** Creates, develops, or implements improved work processes. 4. ***Technical Expert –*** Provides expert advice to others within the organisation based on knowledge gained from professional training or work experience.		
COMPETENCIES	**Business Acumen** • **Continuous Improvement –** Identifying improvement opportunities, generating ideas, and implementing solutions. • **Decision Making –** Identifying and understanding problems and opportunities by gathering, analysing, and interpreting quantitative and		

	qualitative information; choosing the best course of action by establishing clear decision criteria, generating and evaluating alternatives, and making timely decisions. • **Monitoring Information –** Setting up ongoing procedures to collect and review information needed to manage an organisation or ongoing activities within it. • **Planning and Organising –** Establishing an action plan for self and others to complete work efficiently and on time by setting priorities, establishing timelines, and leveraging resources. **Leadership Impact** • ***Coaching*** **–** Engaging an individual in developing and committing to an action plan that targets specific behaviours, skills, or knowledge needed to ensure performance improvement or prepare for success in new responsibilities. **Interpersonal Effectiveness** • **Building Partnerships -** Developing and leveraging relationships within and across work groups to achieve results. • ***Building Networks*** – Taking action to establish and maintain connections with people outside one's formal work group, including those outside the organisation, who are willing and able to provide the information, ideas, expertise, and/or influence needed to achieve work goals. • **Collaborating –** Working cooperatively with others to help a team or work group achieve its goals. • **Influencing –** Using effective involvement and persuasion strategies to gain acceptance of ideas and commitment to actions that support specific work outcomes.
KEY RESPONSIBILITIES	**Revenue Strategy & Performance** • Develop and execute revenue management strategies across pricing, yielding, inventory and distribution to maximise revenue and profitability, delivering against portfolio budgets and targets. • Monitor portfolio, regional, park and category performance against key revenue metrics, including occupancy, average daily rate (ADR), RevPAR and revenue growth. • Identify revenue opportunities and risks through analysis of demand trends, seasonality, competitor activity and market conditions.

- Contribute to annual revenue budgets and longer-term commercial planning.

Pricing & Yield Management

- Lead the development and implementation of pricing and yield strategies across parks, categories, seasons and market segments.
- Proactively optimise pricing and inventory through yield management techniques, informed by booking pace, demand forecasts, competitor pricing and market conditions.
- Oversee the development and maintenance of rate structures, ensuring alignment with market demand and commercial objectives.
- Implement tactical pricing strategies to stimulate demand during low and shoulder periods while protecting yield during peak demand.
- Evaluate group and contracted business opportunities, including pricing, displacement analysis and overall revenue contribution.

Revenue Analysis & Forecasting

- Analyse historical and forward revenue performance to identify trends, risks and opportunities, providing actionable insights to inform revenue management decisions.
- Develop and maintain forward-looking revenue and occupancy forecasts, analysing performance against budget, prior year and forecast.
- Evaluate the effectiveness of pricing strategies, promotional offers and revenue initiatives, including their impact on occupancy, ADR, revenue and profitability.
- Lead regular revenue performance reviews, translating commercial insights into clear recommendations and actions.

Distribution & Channel Optimisation

- Develop and optimise distribution strategies to maximise revenue, market reach and channel profitability across direct and third-party channels.
- Monitor channel performance, distribution costs and channel mix to identify opportunities for incremental revenue growth.
- Oversee rate parity, inventory availability, rate plans and distribution configuration to ensure pricing integrity and effective inventory management across all channels.

- Collaborate with Sales and Marketing to grow direct bookings, improve conversion and optimise distribution performance.
- Support the development and execution of tactical campaigns, promotional offers and partner initiatives, ensuring alignment with revenue objectives.
- Manage relationships with key distribution partners to support commercial negotiations, channel development and partnership opportunities.

Revenue Systems & Optimisation

- Lead the adoption and ongoing optimisation of revenue management technology, including automated pricing and yielding solutions, to improve forecasting, pricing decisions and commercial performance.
- Identify and implement improvements to revenue management processes, reporting and automation to enhance efficiency, accuracy and decision-making.
- Ensure the accuracy and integrity of rates, rate plans, seasons, inventory and revenue-related system configuration through regular audits and controls.
- Oversee revenue management requirements for new park and category onboarding, ensuring pricing, inventory and distribution channels are correctly configured and ready for launch.
- Collaborate with internal teams and external system providers to resolve revenue-related system issues and deliver enhancements.

Business Partnering & Leadership

- Collaborate with Operations, Sales, Marketing and Finance to align revenue strategies with broader business objectives and maximise commercial opportunities.
- Provide commercial insights, revenue recommendations and performance updates to key stakeholders to support informed decision-making.
- Partner with Park Operations teams to build revenue management capability and understanding of pricing, yielding and commercial performance.
- Lead, coach and develop Revenue team members, providing clear direction, priorities and accountability for revenue management activities.

	• Lead and contribute to revenue-related projects and initiatives that improve commercial performance, operational efficiency and business outcomes.
SELECTION CRITERIA	**Essential:** ▪ Demonstrated experience in a Revenue Manager role within the accommodation industry. ▪ Proven ability to develop and execute pricing and yield strategies that deliver measurable revenue growth. ▪ Strong knowledge of revenue management principles, including dynamic pricing, demand forecasting and inventory optimisation. ▪ Demonstrated experience managing direct and third-party distribution channels, including OTAs, rate parity and channel performance. ▪ Strong analytical and commercial acumen, with advanced Excel and reporting skills to inform revenue decisions. ▪ Experience using property management systems, revenue management systems and distribution platforms. ▪ Strong leadership, communication and stakeholder management skills, with the ability to influence commercial decisions and develop team capability. ▪ Current Australian driver's licence and willingness to travel as required. **Desirable:** ▪ Tertiary qualifications in Revenue Management, Tourism, Hospitality, Finance or a related discipline. ▪ Experience managing revenue across a multi-property portfolio or diverse accommodation types. ▪ Experience with RMS Cloud, IDeaS G3 or similar systems. ▪ Experience in group pricing, displacement analysis and corporate or wholesale distribution strategies.
REFLECTIONS HOLIDAYS VALUES	***How our company values apply to all employees***
GROW TOGETHER	When we work as a team, everyone benefits. We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.
SAY IT, DO IT	We deliver on our promises – we are all as good as our word. We are solutions focused.
MAKE A DIFFERENCE	In partnership with others, we achieve better outcomes. We believe everyone can make a difference in the lives of people, places, and our planet.

CARE DEEPLY	We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.
ACKNOWLEDGEMENT: I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.	
SIGNATURE:	
DATE:	