

H. R.
Job Descriptions.

JOB TITLE: GENERAL MANAGER

IMMEDIATE SUPERVISOR: Regional Vice President of Operations

JOB SUMMARY:

Responsible for the overall profitable management of the property which may include room rental, food and beverage operations, banquet operations, gift shop, and gasoline service. Also responsible for marketing, establishing community relations, record keeping, employee staffing and training, controlling inventory, maintaining the physical plant, as well as coping with the unexpected problems of guests, employees and hotel.

RESPONSIBILITIES:

1. Coordinates and supervises the various departments to ensure an environment in which high standards of comfort, service, and quality exist for our guests.
2. Maintains positive guest relations and presents an image through our employees which reflects the Pitamber Enterprises philosophy.
3. Utilizes Pitamber Enterprises procedures to properly forecast, budget, and staff each operation department.
4. Implements and maintains a positive marketing and sales program.
5. Actively participates in business, community, and civic affairs in local area.
6. Maintains the physical plant in an attractive and economical manner in compliance with the Maintenance, Preventive Maintenance and Quality Assurance policies.
7. Ensures that all reports of revenue, expenses, business volume, personnel, payroll, and assets are maintained to Company specifications.
8. Ensures that all policies, procedures, federal, state and local laws are adhered to by all employees in regard to personnel, security, guest relations, safety, etc.
9. Maintains an adequate inventory of supplies and achieves budgeted cost controls in food, gift, gas, linen, guest room supplies, restaurant cleaning chemicals, utility, telephone costs, etc.
10. Ensures personnel development so that all subordinate personnel are receiving adequate training, development, motivation and performance review feedback.
11. **Specific Pro-Active Communication Procedures of Management.**
 - A. "Things To Do List" is a mandatory item which must be faxed to the Corporate Office every day.
 - B. Management Report is a mandatory item which must be faxed to the Corporate Office.

12. Guest Service.

- A. The personality and employee "culture" of the hotel must reflect a commitment to excellence in guest service and customer care.
- B. A service plan must be in place to include regular front desk, management and general staff meetings.
- C. Initial and ongoing training of employees to reinforce our guest service standards is necessary.
- D. The property must maintain a 95% guest satisfaction rating through the Pitamber comment card rating system and/or the franchise guest satisfaction index.

13. Product Quality.

- A. Maintenance and Housekeeping standards are to reflect a commitment to excellent product quality.
- B. A preventative maintenance program must be in place ensuring that all guest rooms receive complete PM at least three (3) times per year.
- C. A maintenance file for every guest room is to be kept in the maintenance office. A record of maintenance requests and preventative maintenance must be kept in each guest room file.
- D. The property shall achieve a franchise Quality Assurance Inspection score of 920 (Best Western) or higher.
- E. Guest maintenance requests are to be remedied promptly.
- F. Maintenance staff scheduling must provide seven (7) days a week coverage for the enhancement of guest satisfaction and product quality.
- G. Public area and grounds must be maintained to provide a high quality guest impression and attractive curb appeal.

14. Sales and Marketing.

- A. The General Manager must ensure that an aggressive weekly schedule of personal sales calls and telemarketing is accomplished.
- B. The General Manager is to be actively participative with local community organizations and special events.
- C. Adherence to the property's annual Sales and Marketing Plan action steps and advertising schedule is necessary.
- D. Market segment/Source of Business tracking is to be completed daily.

15. Profit.

- A. Budgeted operating profits are to be achieved or exceeded through daily attention to:
 - 1. Profit planning and rooms merchandising.
 - 2. REVMAX rate management.
 - 3. Labor cost/scheduling controls.
 - 4. Purchasing, supply and inventory controls.

- B. The General Manager shall protect Pitamber Enterprises from potential legal actions brought against the Company by guests, employees or regulatory agencies by:
 - 1. Compliance with facility safety standards as set forth by City, State and Federal statutes.
 - 2. Providing employees with the training and leadership necessary to create a high quality work environment, characterized by consistency and fairness.
 - 3. Keeping regular and consistent documentation of security and safety related guest incidents, employee commendations, disciplinary actions and performance appraisals/counseling.

- C. The General Manager shall ensure compliance with all Pitamber Enterprises accounting and cash handling policies and practices, including, but not limited to:
 - 1. Daily cash deposits.
 - 2. Proper audit balances.
 - 3. Purchasing procedures/limits.
 - 4. Transmission of invoices, petty cash reimbursements, paid out logs and check requests to the appropriate corporate representatives.
 - 5. Check cashing policies.
 - 6. Registration cards completed with all necessary information.
 - 7. Credit card authorization and transmission.

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