**THE AVERY – IDEAL GM CHARACTERISTICS**

**Primary responsibilities and attributes:**

* Drives revenues:
  + Collaboration with other departments to maximize revenues and achieve service and budget goals.
  + Maintains hotel performance by achieving high guest satisfaction and maintenance of the budget including tracking revenue and expense goals.
  + Sales and marketing leadership, the GM will spend a portion of their time pursuing sales leads and implementing the sales and marketing plan.
* Leadership:
  + Motivator of staff through training, effective communication, fostering growth among staff and property-wide cohesion.
  + Leading by example, must be reliable, must be “hands on” and able to perform all duties in the hotel.
  + Demonstrates collaboration with all departments
* Management:
  + Carries the vision, mission, and values of ownership
  + Frequent coaching to grow staff capabilities and foster team cohesion

**Who is the ideal candidate?:**

Experience:

* Experience as GM or AGM/RDM of a hotel
* Robust experience managing people
* Ideally some restaurant experience
* Some sales experience

Needed skills:

* Needs to be competent in hands-on operations tasks, can’t rely on layers of staff
* Needs to be able to read and create budgets and other spreadsheets
* Effective communication skills with staff, customers, and managers
* Ability to learn property tech systems, PMS, keylocks, etc.

Personal Characteristics:

* Maturity, including self-awareness – strong intra and inter personal abilities - Ability to work well with the F & B team
* Good judgement/decision making capabilities
* Highly motivated to reach goals
* Needs realistic, but positive outlook and ability to address problems
* Needs to be collaborative, willing to learn the restaurant operations, and buy into cross-training among management.
* Needs to be “hands on” able to step in easily to multiple roles. Can’t be dependent on layers of staff but must be able to perform duties and enjoy that.

**What about the work environment is unique to the dynamics of this job?**

* Smaller property without layers of staff, GM will need to be hands-on and highly knowledgeable about day-to-day operations.
* Project’s ownership already has a strong vision and values of very high service, the GM needs to be inspired/excited by these and adopt proud ownership of the vision.
* The restaurant is a primary revenue driver property wide, and drives much of the experience of The Avery, the GM needs to understand the role of the restaurant, buy-in to a high level of collaboration and be oriented toward working with F and B team to maximize revenues. Can’t have a “siloed” mentality, or a “not my job” approach.
* New property – no established revenue metrics or customer base.
* Not branded – less inherent structure, can’t rely on prefab corporate culture