

Brighton Management LLC

Sheraton Pasadena Hotel

POSITION DESCRIPTION

Disclaimer: *The use of this job description by a franchise hotel is completely voluntary. This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time and Starwood always recommends personalizing every job description to the specific position.*

POSITION: Front Office Manager

REPORTS TO: Director of Operations

POSITION PURPOSE

Accountable for the effortless and seamless movement of guests in and out of the hotel and providing exceptional levels of guest service through the guests' stay. Act as Manager on Duty on occasion and respond to emergency codes.

ESSENTIAL FUNCTIONS

AVERAGE % OF TIME

- | | |
|-----|--|
| 20% | Ensure all guests are being treated in an efficient and courteous manner and that all Starwood standards are being applied. |
| 20% | Responsible for the hiring, training, and direction of new department employees. |
| 10% | Ensure all Front Office quality standards are complied with and that policies and procedures are consistently applied. |
| 10% | Work in conjunction with accounting to maintain and minimize levels of account receivables. |
| 10% | Coordinate activities with other hotel departments in order to facilitate increased levels of communication and guest satisfaction. |
| 10% | Assist in the daily maintenance of room inventory status to achieve optimal levels of revenues while maintaining high levels of guest expectations. |
| 10% | Supervise the activities and the service levels of the concierge, telecommunications, and front desk divisions. |
| 5% | Ensure the timely completion of payroll and performance appraisals. |
| 5% | Responsible for the Starwood Preferred Guest membership program and ensure that all guests who are members are appropriately recognized, meeting all Starwood standards. |

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OTHER:

Regular attendance in conformance with the standards, which may be established from time to time, is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment.

Due to the cyclical nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel. In addition, attendance at all scheduled training sessions and meetings is required.

Upon employment, all employees are required to fully comply with hotel rules and regulations for the safe and effective operation of the hotel's facilities. Employees who violate hotel rules and regulations will be subject to disciplinary action, up to and including termination of employment

SUPPORTIVE FUNCTIONS

In addition to performance of the essential functions, this position may be required to perform a combination of the following supportive functions, with the percentage of time performing each function to be solely determined by the manager based upon the particular requirements of the hotel:

- Responsible for budgeting, forecasting, financial planning and management of the Front Office. Activities center on identification of strengths and weaknesses and the development of plans and strategies to ensure business development.
- Responsible for sales to guests through the Front Desk and any actions taken by the incumbent that can impact on volume of business. Responsible for direct link between effort expended and decisions made and revenue generated by Front Office (performance indicators are sales, units, growth, turnover, etc.)
- Have control over the elements that determine profit and loss. Responsible for all major operating expenses and has the capacity to set margins and manage the business against profit projections. Make decisions that relate to profit and loss. Responsible for the financial management of the operation.
- Give direction and be responsible for the implementation of plans. Monitor plans' effectiveness and introduce changes in response to the marketplace, including setting targets, planning and scheduling work and performance indicators that are typically productivity and efficiency measures.
- Responsible for promoting the product and services to the targeted customer/guest group. Develop promotional programs, point of sales materials, merchandising activities.

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- Responsible for enhancing the product and service that is presented to the guest. Able to make changes that respond to the marketplace and to guest needs, both present and anticipated. Recommend changes to the product and services. Use market research to develop new products and services.
- Responsible for maintaining quality of product and ensuring consistency in its delivery and standards.
- Report on a regular basis to the Executive Committee on the performance of the Rooms Division Manager and the department against budgets, sales and profit projections, and of operations and human resources performance. Analyze variances and monitor the impact of initiatives and corrective actions.
- Provide support of a specialist nature to the Executive Committee but particularly to the Rooms Division Manager and the Department Managers. Work in support of team goals and measure effectiveness by the quality of decision making at the senior level as well as through the profit and service performance at the individual unit level.
- Responsible for the selection, training and development of the personnel within the IBU. Able to exercise hire and fire discretion within Starwood policies.
- Operate the department within Starwood policies as they relate to the ethical codes, standards of good business practice and local laws and regulations.

GROOMING

All employees must maintain a neat, clean and well-groomed appearance per hotel standards.

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Employee Signature

Date

Managers Signature

Date