

Candidate Profile

GM - Innkeeper/Hotel Manager/Marketing Manager

Chautauqua, NY | www.thespencer.com

Organization

The Spencer Hotel and Spa is a 22 room boutique hotel located in the heart of the historic Chautauqua Institute community of Western New York. The Spencer enjoys a literary theme with each room dedicated to renowned authors. The Spencer is a one of a kind property founded upon warm hospitality, personal enrichment and the traditions that brought Chautauqua Institution international fame. The Spencer celebrates a century of hospitality dating back to 1909, with room accommodations and packages that accommodate business gatherings, board retreats and all types of family events.

The Spencer offers its guests the personal attention expected in a four star property. The staff is warm and friendly, enjoying a culture of traditional hospitality where every guest feels the Spencer is an extension of their home. Many guests have been summer residents for generations. Each of the 22 rooms are decorated to honor literary giants in a fun and whimsical fashion. The expansive porches on each floor have wonderful views of the Chautauqua community reminding the guests of era and time gone by. The hotel offers its guests daily dining which includes an American style breakfast and dinner service. Tea is served every day at 4:00 pm in the beautifully appointed lobby. Currently the hotel is open nine months a year with the main focus during the nine week Chautauqua summer season. For a video tour of the property view this link (<http://bit.ly/2oDmsD1>)

The Chautauqua Institution is the heart of a 750-acre community with 7,500 residents on the shores of Chautauqua Lake in Western New York. On a given day, over 10,000 people attend the educational sessions offered during the nine-week summer season. The sessions are devoted to the arts with an emphasis on music, dance, theater, writing and a wide variety of special interests. The institution founded in 1874 as an educational experiment was an immediate success and expanded over the years to have a worldwide reach attracting speakers to address the community each summer. Recently, Chautauqua was voted as the # 1 summer community in the country by the Smithsonian. (<http://bit.ly/1kPpwlc>)

Position Summary

The General Manager/Innkeeper/Marketing Manager (GM) will demonstrate the executive skills and leadership strength to identify and execute the hospitality industry's best practices in the boutique hotel setting while upholding the strong traditions that are important to the Spencer and the Chautauqua community. He or she must be a visible and accessible leader to both the guests, staff and Chautauqua community. A polished presence being mandatory, the GM must be able to engage with many diverse constituencies who enjoy the Hotel. The GM will work in concert with the Owner and be responsible for the planning and execution of the Hotel marketing plan and hotel daily operations. He or she, acts as the marketing manager with primary responsibility for marketing and the promotion of group business and guest room sales to improve the overall occupancy rate during the spring, summer and fall seasons.

The GM will have the necessary management strength to assess quickly, recommend and execute needed adjustments to current operations, housekeeping, reservations, food and beverage and concierge services. This assessment includes a review of all operating practices including but not limited to marketing, front office management/administrative procedures, hotel maintenance, meeting planning and execution and concierge services. The GM should have experience in providing excellent food and beverage services, inventory control /asset protection and a general review of current HR practices. Experience with successfully proven marketing programs is critical as well as interest and enthusiasm with the Inn's evolving staff development program.

The GM will be charged with developing a Four Star service culture consistent with the other recognized hotels in the small luxury space. The GM will become a true partner with the Owner and will be expected to provide collaborative leadership when developing new policies or programs. The General Manager will be responsible for effective communication using current trends in social media and internet marketing to communicate with guests to improve guest satisfaction and overall occupancy rates.

The GM will also proactively plan and develop a staff training program designed to offer the consistent Four Star guest services for which the Spencer is known. The Hotel service team which is small utilizes a mix of local and international staff for hourly positions including housekeeping, front desk and food and beverage operations. A priority will be to train the staff, so the fine tradition of service excellence continues ensuring the highest levels guest satisfaction. The GM will be solely responsible for the hiring and training of the staff. The GM will lead, direct, and hold accountable all employees to mutually agreed goals consistent with Spencer's operations.

The Spencer Hotel and Spa is seeking a proven leader whose warm hospitality will guide the team with an immediate focus on marketing and day to day Innkeeping operations resulting in improved occupancy rates and guest services.

Responsibilities

The GM will provide leadership to the team while maintaining/improving the standard of service excellence. The key requirements are:

- Candidates will have a working knowledge of all facets of Four Star Boutique Hotel operations in a Highly Regarded Inn, Private Club, Luxury Resort or large Bread and Breakfasts with a strong emphasis on the development and execution of results-oriented marketing and staff development programs.
- Provide leadership and management to the diverse staff to ensure guest satisfaction remains high.
- The reputation as an effective and visible club leader; exhibiting a polished image with a genuine sense of warm hospitality and superior communication skills.
- In coordination with the Owners, the recruitment, hiring, training, supervision and timely evaluation of all of the hotel's staff.
- To develop and drive all digital and internet communication to potential guests, current guests and the Chautauqua community with the goal to improve the awareness of The Spencer Hotel while significantly improving occupancy levels. Driving the digital message on a timely and effective basis is a critical function of this position.
- To manage, plan and monitor the food and beverage services on a daily basis. To ensure all health and safety codes are maintained. To manage the cost and inventory of the daily meals while ensuring quality exceeds guest's expectations.
- Provides regular and timely communication to the Owner and staff regarding hotel safety, day-to-day operations, strategic initiatives, events, hotel occupancy and guest satisfaction.
- The development and monitoring of a guest retention and return/rebooking program.
- The GM will operate the hotel by the budgets as approved and report any significant variances to the Owner.
- To direct the housekeeping staff ensuring the proper cleanliness, repair and maintenance of the physical plant, grounds, and contents of the hotel are in order.
- Oversee and administer compensation and benefits to staff, which must be administered consistently, and fall within the guidelines as mandated by the Owners operating policy.
- Represent the Hotel in the Chautauqua community in a positive light with the focus to be a community partner.
- Other duties as requested by the Owner.

Requirements

- Candidates will have a working knowledge of all facets of Four Star Hotel /Platinum Private Club operations with strong emphasis on:
- Proven success in Property Marketing.
- Hotel operations - housekeeping, reservations, front desk and food and beverage management.
- Staff Development Program (International team) resulting in improved guest satisfaction and engagement. The ability to build upon the existing service culture.
- Development of guest recognition and retention programs.
- Financial and reservation management with best practice development.

- Vision and strategic planning.
- A Hospitality, Business Management or related degree is preferred.
- A record of accomplishment as a team player, goal oriented achievement and the ability to bring people together around a shared vision and cause.
- A minimum of five years of progressive hospitality management with a verifiable track record.
- Impeccable and verifiable references, including past employers and mentors. All candidates will be subject to a thorough background review and testing.

Compensation and Benefits

The Hotel will offer an attractive and competitive compensation and benefits package to include:

- Competitive Compensation
- Relocation assistance

Professionals who meet or exceed the established criteria are encouraged to contact:
GSI Executive Search, Inc.

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