

MasterBUILT® Hotels develops, builds, manages and invests in best-in-class, select service hotels across Canada. MasterBUILT lives and breathes hospitality, developing more ground up hotels than other company in North America. As a Gold Standard winner of Canada's Best Managed Companies, MasterBUILT believes in investing in the development of talented people with a passion for delivering exceptional results and a desire to learn and grow.

Microtel Inn & Suites by Wyndham is an all new construction, limited service hotel brand targeting the midscale segment of the market. Part of the Wyndham Hotel Group family of brands, Microtel has won the JD Power & Associates award for top guest satisfaction in its segment 12 of the past 13 years – an unprecedented achievement in any industry – and has consistently been rated #1 in its segment for RevPAR market penetration in the U.S. (based on STR data).

Within Canada, Microtel is the fastest growing new construction brand in the country with over 40 new hotels scheduled to open by 2025. Microtel's rapid growth is backed by the strength of MasterBUILT® Hotels' commitment to develop at least 75 Microtel hotels by 2036, making it one of the most dynamic new brands to ever enter the Canadian marketplace.

NEW OPPORTUNITY: GENERAL MANAGER

Microtel Inn & Suites Kitimat, BC

The General Manager's main responsibility is to meet and exceed the expectations of guests and employees and in-so-doing achieve the profitability, customer service and asset management expectations of ownership. A successful hotel and hotel GM will be entrenched in, and engaged with, the community in which they operate. The General Manager will succeed by demonstrating the know-how to deliver on the vision and uphold the culture of a phenomenal hotel company.

RESPONSIBILITIES:

Strategy

- Establishing and communicating objectives that support and align with corporate's vision by developing and implementing strategies to do so evidenced by:
 - Living the core values: Build enduring relationships, create positive team environment, deliver wow and maintain an entrepreneurial spirit
 - Contributing to and understanding the strategic objectives of the organization and communicating the information to team members

Sales

- Building strategies and maintaining strong (if not the strongest) market share by continuously monitoring data and market activity and continuously yielding to maximize results.
- Regularly visiting competitive set hotels to meet with GM colleagues, understand offerings and conduct parking lot checks to monitor account business levels.
- Collaborating with the MBH Sales Team to gather and relay market intelligence, leads and conduct local sales initiatives.

Marketing

- Implementing marketing initiatives that align with hotel branding
- Developing strategies to drive more traffic to the hotel
- Represent the hotel and its owners in the local community and industry through initiatives like Common Ground

Operations

- Creates an environment and culture consistent with high customer satisfaction and constantly monitors performance against these goals. This will be evidenced via discussion at department meetings, the posting of goals and performance, the rewarding of great service contributions and positive engagement with customers online.
- Monitoring operational efficiencies to ensure profitability while meeting operating and capital budgets as evidenced by a strong understanding of the budget, variances and forecasts and use of labour and cost management tools.
- Maintaining strong two-way communication with the Regional Director of Operations, Sales Marketing and the Revenue Manager on a daily and weekly basis
- Ensuring all health and safety standards are exceeded as evidenced by participation and reporting of the hazard's assessments, monthly written updates on incidents and near misses as well as documented health and safety meeting and hazard inspection communications.
- Maintaining all month end documentation and providing the accounting department accurate reports and follow-up as required.

Leadership

- Establish the role as a knowledgeable leader on all aspects of hotel management as evidenced by:
 - Providing a positive example to staff in terms of professionalism, work ethic and both team and customer service.
 - Collaborating on and providing leadership to company-wide initiatives and projects
 - Attracting, hiring and retaining the best qualified employees available
 - Filling vacancies within a 2-week period
 - Turnover rate of less than 40%
 - Onboarding and training plans developed for each team member who has been employed longer than 6 months
 - 80% + engagement scores

QUALIFICATIONS:

Experience Required

- Minimum of 5 years' working experience in the hotel industry, demonstrating progression with each career move
- 3 years' experience in a leadership capacity; with a focus on sales and marketing
- Previous experience with budgeting and forecasting

Mission Critical Competencies

- A welcoming and outgoing personality for guests, with a demonstrated innate ability to be both firm and supportive with team members
- Acts in the best interests of the organization; a background that demonstrates the ability to roll up your sleeves and help in any department at any given time (in other words, a *working* manager who knows how to prioritize for maximum contribution)
- Superior written and verbal communication skills evidenced by an ability to quickly craft messages that are easy to understand by various audiences both internal and external
- A dedication to provide exceptional customer service and an ability to hold team members accountable to the same level
- Ability to set and exceed goals as evidenced by an exceptional sales / revenue track record in previous roles

NEW OPPORTUNITY

- Ability to set priorities for self and others in the hotel
- Project planning capabilities coupled with time management and organization techniques

Desired Education

- A High School Diploma or GED required
- A Diploma or Degree in Hospitality Management, Business or other applicable area considered a significant asset; training and certification within the first two years will be provided

MASTERBUILT OFFERS:

- A compensation package that provides incentives and rewards performance
- A flexible benefits package that supports various personal/family situations and work environments
- A rewarding corporate culture that fosters a positive team and family spirit
- A cooperative management team that is strategic and forward thinking
- A fast paced environment with opportunities for advancement

TO APPLY:

Please apply online at <https://masterbuiltsuperior.bamboohr.com/jobs/view.php?id=101>. We thank all applicants for their submissions, but only those deemed qualified by our hiring manager will be contacted. No phone calls please.

Please note Labour Market Impact Assessment (LMIA) are not supported for this position. Legal entitlement to work in Canada is required.