

MINOR | DISCOVERY

Senior Hotel Champion Role Description

Overview:

As a Senior Hotel Champion (SHC), you will play a crucial role in leading and guiding your region hotels' loyalty program initiatives actively engaging Minor DISCOVERY Hotel Champions. You will be responsible for training and mentoring other Minor DISCOVERY Hotel Champions from the hotels assigned to your area of responsibility, ensuring the successful implementation and execution of the loyalty program, and fostering a culture of excellence in guest service and loyalty.

SHC retains its role as a Hotel Champion of their hotel.

Applies to all Minor Hotels Europe & America hotel brands.

Key Areas of Influence:

Leadership and Mentorship:

- Follow up on Region loyalty KPIs (enrolments, RNs share, Satisfaction) and elaborate action plan for their improvement
- Welcome and engage new Minor DISCOVERY Hotel Champions of your region.
- Serve as a mentor and leader to the Hotel Champions of your area, providing guidance, support, and training on the loyalty program and its associated processes.
- Foster a collaborative and supportive environment among Hotel Champions of your area to maximize their effectiveness in promoting the loyalty program.

Training and Development:

- Develop and conduct comprehensive training programs for Hotel Champions on the loyalty program, including its benefits, features, and best practices for guest engagement.
- Continuously update training materials and resources to reflect any changes or updates to the loyalty program (support from loyalty team provided)

- Be in contact with central loyalty team for updates and news about loyalty program

Program Implementation:

- Ensure that all Hotel Champions are well-versed in the processes and procedures required to effectively enroll guests in the loyalty program and provide them with a seamless experience.

Communication and Collaboration:

- Serve as the primary point of contact for communication related to the loyalty program, disseminating information, deadlines, and instructions to relevant departments.
- Create sense of community between HC of their respective region

Prerequisites:

- Fluency in English at oral and written level
- Strong leadership and interpersonal skills, with the ability to motivate and inspire others.
- Excellent communication skills, both written and verbal, with the ability to effectively train and communicate with diverse groups of individuals.
- Completion of the Minor DISCOVERY Hotel Champion path of the GHA DISCOVERY training located at my.gha.com.
- Demonstrated high performance in hotel Key Performance Indicators (KPIs), including but not limited to guest satisfaction scores, revenue generation, and loyalty program enrollment rates.
- Regular participation in the Minor DISCOVERY Hotel Champion meetings.
- Seniority date (more than 2 years)
- Nominative corporate email address (should be created in case does not exist yet)