



## **JOB DESCRIPTION**

**Job Title:** Revenue Manager

**Post Reference No:** DD07

**Reports to:** Director of Commercial Enterprise

**Grade/Salary:** Competitive, based on skills and experience.

**Hours:** 5 days/40 hours per week.

**Status:** Permanent

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The Revenue Manager is responsible for maximising the financial performance of the Estate's holiday park and cottage portfolio. This role manages pricing, availability, and distribution across all retail channels to drive occupancy, optimise yield, and ensure consistency of product presentation. The Revenue Manager will also work closely with the marketing team, providing strategic insight to support effective campaign planning, channel optimisation, and demand generation.

### **Main Tasks and Duties:**

#### **Revenue and Yield Management**

- Develop, implement, and monitor revenue strategies to maximise occupancy, ADR, and RevPAR across all accommodation types.
- Manage pricing structures, rate plans, and promotional activity in line with demand patterns and commercial targets.
- Analyse booking pace, market trends, seasonal variations, and competitor activity to inform pricing and yield decisions.
- Produce and present regular revenue performance reports, forecasts, and recommendations to senior management.

#### **Channel and Inventory Management**

- Oversee availability and rate parity across all retail channels, including OTAs, GDS, direct website, and third-party partners.
- Manage channel allocations and ensure the Estate's inventory is optimally distributed to maximise conversion and profitability.
- Maintain consistent and accurate content, imagery, and messaging across all channels and booking platforms.

#### **Website and Direct Sales Optimisation**

- Collaborate with the internal teams to enhance direct booking performance.
- Monitor conversion metrics and user behaviour to identify opportunities.

- Support development of website promotional campaigns, packages, and book-direct incentives.

### **Marketing Collaboration and Strategic Input**

- Provide data-driven insights to guide marketing spend, campaign timing, and audience targeting.
- Support development of annual sales and pricing strategies aligned with the Estate's commercial goals.
- Identify emerging travel and consumer trends to support long-term forecasting and product development.

### **Data, Reporting and Insights**

- Maintain accurate revenue data and dashboards for ongoing performance monitoring.
- Conduct post-campaign revenue analysis to assess effectiveness and ROI.
- Lead development of budgeting and forecasting processes for accommodation revenue streams.

### **Duties Expected of All Staff:**

- To undertake such personal staff development as is agreed to be necessary for the development of the role and the individual.
- To set a high standard of professionalism. This will include maintaining regular contact with colleagues, and customers verbally, in writing and via e-mail.
- To monitor customer satisfaction and continually seek ways of improving the service for which the post is responsible.
- To regularly review, adapt, and improve systems and procedures.
- To undertake an annual appraisal which clearly identifies targets for continued improvement.
- To always take proactive responsibility for Health & Safety, reporting accidents, incidents and near misses which may affect staff, customers and visitors.

**This range of tasks should not be construed as definitive or exhaustive due to the changing external environment within which the Estate operates. Other duties may be required within the general scope of the post.**

### **Person Specification:**

#### **Skills and Experience Required**

##### **Essential:**

- Previous experience in revenue management within hospitality, hotels, holiday parks, or self-catering accommodation.
- Strong understanding of yield management, forecasting, and pricing strategies.
- Experience with PMS, channel managers, and OTA extranets.
- Excellent analytical skills with the ability to interpret complex data into actionable insights.

##### **Desirable:**

- Experience within a multi-site or mixed accommodation environment.
- Understanding of digital marketing, SEO/SEM, and conversion optimisation.
- Proficiency in BI tools or advanced Excel skills.

## **Personal Attributes**

- Commercially driven, with a proactive approach to identifying revenue opportunities.
- Detail-focused with excellent organisational skills.
- Comfortable making confident decisions based on data.
- Collaborative mindset with the ability to work across teams including marketing, operations, and reservations.

## **Additional Requirements**

- Must be able to travel between sites on the Estate when needed.
- Will carry out other duties reasonably requested by senior management.

## **Competencies Required of All Staff:**

- Excellent interpersonal and communication skills when dealing with colleagues, visitors and external bodies at all levels.
- A positive, 'can-do' attitude.
- Keen to embrace and deliver change.
- Self-directed with a high level of personal drive.
- Commitment to achieving excellence through continuous improvement.
- Enthusiastic with ability to motivate.
- Ability to problem solve.
- Prepared to work flexibly to meet work requirements including weekends and evenings to support the effective functioning of the department and wider Estate as required.
- Ability to contribute to achieving cultural change.
- Active commitment to equal opportunities.

## **Terms and Conditions:**

- This is a permanent appointment.
- The Contract of Employment will be based on the provisions of the Weld 1994 Settlement.
- The annual leave entitlement will be 28 working days to be taken during the period 1 January to 31 December inclusive of bank holidays or Christmas closure days.
- The appointment is subject to the satisfactory completion of a 6-month Probationary Period with reviews after 1, 3 and 6 months.
- Membership of the Peoples Pension Scheme is available.
- The appointment is subject to the Estate receiving satisfactory references.

## **Applications**

Applicants for this position must send their CV and covering letter to [recruitment@lulworth.com](mailto:recruitment@lulworth.com).

We are not accepting CVs at this stage from Recruitment Agencies.

**The Closing Date for Applications: 30<sup>th</sup> January 2026.**

We reserve the right to close this position before the published closing date, should the need occur. We therefore advise that you complete and submit your application as soon as possible.

Please add [recruitment@lulworth.com](mailto:recruitment@lulworth.com) to your list of safe senders to ensure that any correspondence from us does not go directly into your spam folder.

**You will be asked to provide evidence of all the qualifications listed on your application form at interview.**

Please ensure you read our GDPR Candidate Privacy Notice to understand how your data is processed. This can be found on the Lulworth website under the recruitment page or you can request a copy by emailing [recruitment@lulworth.com](mailto:recruitment@lulworth.com).

**Following receipt of completed application forms, if you have not heard from us within 2 weeks of the closing date regrettably you will not have been short listed on this occasion. All short-listed applicants will be contacted within 1 week of the closing date or no later than 3 days prior to the interview date (where an interview date is specified).**

**Statement by appointed person:**

**(Section to be completed following offer of post to successful candidate)**

I am pleased to confirm my agreement to the terms, conditions and duties stated within this job description and agree to undertake the role of Revenue Manager at the Lulworth Estate.

**Signed:** .....

**Print Name (Block capitals):** .....

**Date:** .....