

Accor professions guide: General Manager (m/f)



What exactly does my mission involve?

- Is the prime "ambassador" for both the hotel and Accor among both the clientele and local institutions

Is responsible for the attainment of the hotel's commercial, managerial and financial targets

Manage the operations of the hotel to achieve customer (guests, employees, corporate and owners) satisfaction and quality

Lead, encourage and manage the team and help to develop their skills

Prepare the hotel budget and action plans required to ensure the establishment's profitability

Build and nurture local networks and Implement any projects launched by the brand

Apply on line for the general manager positions

This profession exists...

in Group hotels all over the world.



Testimony of Ernani Cervo, General Manager, Ibis Rio de Janeiro, Brazil.

*"I joined Accor Hotels in 1997, and in 2000, graduated from the first **"Ibis Trainee Program"** in Brazil. Throughout the years, I have had the opportunity to work in a number of cities around Brazil. At the age of 23, I became General Manager of Ibis Curitiba Airport, the youngest in Accor South America. Next, I moved on to Formule 1 Curitiba, and in 2007, joined Ibis Rio de Janeiro Santos Dumont, where I currently work and recently completed a Masters of Business Administration. Interestingly, all of my work experience since completing the Trainee Program has been hotel openings. **I successfully completed four openings in the last nine years.** I am an auditor for ISO 9000/14000, recruiter and coach for one of the trainee groups. I have been given the opportunity to go abroad to London and Paris in two different occasions to learn about and overlook the restaurant operations of a potential business concept for Brazil.*

Working for Accor has been a very challenging and rewarding experience. I feel that my career is well taken care of, and that I am further developing myself not only professionally, but also personally and culturally. It is exciting to be part of Accor's expansion in Brazil, and my goal is to continue to contribute and grow, together with the company."

[Personality](#) | [Activities](#) | [Qualifications/Experience](#) | [Progression](#)

Good leader
Excellent administrator
Sales skills
Good listening and negotiation skills
At ease with people
Capacity to delegate and evaluate
Take initiatives and make decisions
Capacity to anticipate
Analytical and adaptable

Team management and leadership

Responsible for the direct supervision of the hotel's executive committee and the indirect supervision of all hotel employees
Ensure appropriate hiring, training, motivating, coaching, counseling and developing of team members
Guarantee that social legislation is correctly applied and respected
Carries out annual performance appraisals on the people directly under his/her responsibility, sets targets and provides support for career development

Sales Development

Analyse the marketplace and local competition
Supervise and evaluate quality of service
Apply rate policy
Internal and external commercial relations

Administration

Directly responsible for the sales and revenue management strategy and implementation of the hotel for short and long term planning and day-to-day operations
Draw up and use budgets and progress reports
Control and monitor the establishment's profitability and implement corrective actions as needed
Maintain the hotel's cultural heritage and propose projects for investment

Communication

Welcome and integrate new employees
Run internal meetings
Contact with customers
Transmission of statistics and analysis data
Participate in community and professional organizations to maintain high visibility and promote a positive image

Business school (with operational experience)
Vocational hotel and catering school (with experience)

Other operational background with management experience

Minimum of 7 years operational management experience in a hotel

At least 3 years Confirmed experience previous as a manager

Fluent in English (and national language), 3rd language a plus

Director of Operations or Delegate Director (m/f) (1 or several hotels)

Hotel of another brand or with higher capacity

International mobility