

Job Title: FORECASTER EXECUTIVE			Region STR Edinburgh
Dept. Tourism Consumer Insights Team			Written By Sean Morgan
Date Created 08 November 2017	Review Date 16 November 2017	Reviewed By Rowena Cowan	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Forecaster Manager, Tourism Consumer Insights, STR • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job To assist Forecaster Manager and work closely with Tourism Consumer Insights Team along with Integrations, Account Management, Business Development departments of STR to enable growth in participation and revenue in Forecaster product – tool collecting and reporting on hotel future bookings. In addition, role will require supplier relationship management, regular client meetings and conversations to educate and promote the Forecaster product as well as ad hoc tasks analysing and reporting on Forecaster data.			

Key Responsibilities and Accountabilities

1.1 Account management
<ul style="list-style-type: none"> • Liaising with hotel clients to understand their data needs and to educate and promote the Forecaster product, including assisting hotels with data queries. • Coordinating with hotel and internal teams, including integration team, regarding the provision of data for Forecaster. • Capturing feedback on Forecaster data and reports from participants and non-participants to assist in development of product. • Communicating internally to relevant teams to ensure full understanding of hotel client relationships, this will include use of CRM system and other bespoke databases.
1.2 Business development
<ul style="list-style-type: none"> • Helping to identify and on-board new participants, in liaison with Key and Regional Account managers. • Building and developing relationships with new and existing hotels to include signing up hotels to participate in Forecaster and upselling reports and analysis. • Discussing and presenting industry data to clients to build relationships and to assist in sample recruitment and retention. • Liaising with hotel clients to understand their data needs and to educate and promote the Forecaster product.
1.3 Executing and development of Forecaster product
<ul style="list-style-type: none"> • Checking and reviewing validity of data provided and running internal systems to produce and distribute Forecaster reports. • Working closely with Forecaster Manager to feed in to the successful development of Forecaster in key markets, to include planning and implementing strategies to recruit and retain hotel participants. • Ad hoc tasks associated with Forecaster product to include running bespoke reports and analysis. • Applying insights gained from feedback to inform development of new features for Forecaster.
1.4 Supplier relationship management
<ul style="list-style-type: none"> • Oversee and review quality and timeliness of key deliverables by IT suppliers on Forecaster product. • Communicate feedback on IT development work to develop final deliverables. • Regular communication to internal teams regarding IT progress.

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Job Description – Forecaster Executive – Temporary Contract

1.5 Liaising with and coordinating actions among STR team
<ul style="list-style-type: none"> • Close working involvement with multiple internal teams to ensure appropriate division of labour and full understanding of hotel relationships. • Educating internal teams on Forecaster product and status of IT development work.
1.6 Commit to being an active member of the team and to on-going personnel and professional development
<ul style="list-style-type: none"> • Keep up to date with market and other developments within the role and the industry. • Attend training as required and actively seek to continually enhance understanding of STR products and value proposition. • Attend marketing events, industry conferences, team meetings, kick off meetings and functions, as required. • Adhere to all STR processes and policies and maintain customer confidentiality. • Ensure STR brand and corporate values are evident to the customer at all times. • Understand and adhere to the STR Mission, Vision and Values. • Liaise with STR teams on cross division projects (e.g. research and marketing initiatives.).

Core Competencies

Competency	Knowledge
Industry Knowledge	A knowledge and understanding of the global hospitality industry and its brands, management companies, owners and asset managers. Continuously staying appraised of changing trends and activities and industry movements.
Technical Expertise	Proficient in the use of Microsoft Office, Salesforce and STR's internal databases and applications.
Customer Focus	Consistently focused on delivering an excellent customer service experience.
People Skills	Excellent oral, aural and written communication skills are required. An ability to interact effectively with people at all levels in an organisation including senior level hotel executives. Work effectively as part of a team and have a genuine desire to assist colleagues.
Adaptability	An ability to respond to unpredictable volume of work, with a positive attitude and a willingness to learn new ways to accomplish work activities and objectives.
Delivers Results	Driven, ambitious and self-motivated to deliver actionable insights to clients, spot business opportunities and optimise processes and efficiency. Able to prioritise tasks whilst ensuring ongoing delivery of multiple projects / initiatives.

Specific Job Competencies

Competency	Expectation
Communication	Experienced explaining, promoting and presenting data to clients. Confident speaker when delivering pitches and presentations. Excellent communicator across teams and within a small team.
Business Development	Be passionate about developing business, as well as contributing ideas to, and leading on, the team's product innovations.
Project Management	Capability to organise and undertake demanding tasks within tight timescales.

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Job Context

Context	Description
Office / Desk based	This role is office based at our Edinburgh office.
Permanent Contract	This role is a temporary contract (12 months).
Travel	Some travel is required.

Qualifications & Experience

Essential	Description
IT Proficiency	Advanced skills of MS Office, especially Excel, Word and PowerPoint.
Degree	Degree in relevant subject.
Desirable	Description
Hotel Revenue Manager Experience	Previous experience working within hotel industry and having responsibility for or involvement in revenue management practices at hotel.
Hotel Property Management System	An understanding of and previous experience using hotel property management systems to enter and extract data.
CRM systems	Experience using CRM systems and/or other customer databases to enable tracking of client relationships.