

## **Job Description: Motel General Manager**

### **Company Background:**

The Desert Air Motel is in Sanderson, TX at the edge of Big Bend Country. Sanderson is a small town (population less than 700) nestled in the hills of beautiful desert terrain. The motel was built around 1960.

In 2018, we acquired the motel and launched a comprehensive renovation project to modernize the rooms. We have also been improving the property by creating inviting shaded areas, installing a music stage, constructing a swimming pool, and improving the overall landscaping. In 2021, we purchased the neighboring motel and integrated it into the Desert Air brand. As a result, our motel now boasts a total of 32 rooms.

Our renovation efforts are set to conclude in 2024, at which point we plan to shift our focus towards promoting the motel as a venue for various events such as festivals, music gatherings, and retreats. Our vision is for the Desert Air Motel to be an iconic vacation destination for travelers heading to the Big Bend area.

### **Position Overview:**

We are seeking a highly motivated and experienced individual to take on the role General Manager for the Desert Air Motel. This position requires strong leadership, exceptional multitasking abilities, and a keen eye for detail. The General Manager will oversee all aspects of daily motel operations, ensuring positive guest experiences, efficient management of staff, and achievement of financial targets.

The ideal candidate will be dedicated, customer-oriented, and possess excellent communication and problem-solving skills. Equally important though, is the candidate's willingness/desire to live in a small town in the Chihuahua Desert.

### **Responsibilities:**

#### **1. Operations Management:**

- Oversee and coordinate all operational activities to ensure smooth and efficient motel functioning.
- Maintain and enforce policies and procedures for daily operations.
- Implement strategies to enhance motel efficiency, guest satisfaction, and profitability.

#### **2. Staff Management:**

- Hire, train, and supervise motel staff, promoting teamwork and professionalism.

- Provide ongoing support, coaching, and feedback to employees to maintain high levels of motivation and productivity.
- Develop work schedules, delegate tasks, and ensure appropriate staffing levels are always maintained.
- Conduct performance evaluations and address any performance-related issues or concerns promptly and professionally.

### 3. Guest Services:

- Foster a customer-centric environment, ensuring guests receive exceptional service throughout their stay.
- Handle guest complaints and concerns efficiently, employing problem-solving techniques and acting as a point of contact for escalations.
- Monitor online reviews and ratings, addressing any negative feedback promptly to maintain a positive image for the motel.
- Identify opportunities to enhance the guest experience, incorporating feedback and suggestions into operational improvement plans.

### 4. Financial Management:

- Develop and monitor the motel's budget, ensuring revenue and expense targets are met.
- Maximize revenue by effectively managing room rates, occupancy levels, and various revenue streams.
- Conduct regular financial analyses to identify areas for cost reduction and revenue generation.
- Maintain accurate financial records, including ledger entries, invoices, and payroll documentation.

### 5. Marketing and Sales:

- Collaborate with the marketing team to develop and execute promotional campaigns to attract new customers and increase repeat business.
- Maintain positive relationships with corporate clients, travel agencies, and other potential revenue sources.
- Leverage online platforms and social media to increase the motel's online presence and drive bookings.

### **Requirements:**

- Bachelor's degree in Business Management, Hospitality, or a related field.
- Proven experience in motel or hotel management, with a minimum of 3-5 years in a managerial role.

- Strong understanding of motel operations, including housekeeping, guest services, and revenue management.
- Excellent interpersonal and communication skills to build and maintain positive relationships with staff and guests.
- Exceptional organizational and multitasking abilities to meet daily operational challenges effectively.
- Proficient computer skills, including knowledge of property management systems and Microsoft Office Suite.
- Familiarity with marketing strategies and techniques to drive sales and improve brand visibility.
- Ability to work flexible hours, including evenings and weekends, as required.

**Compensation:**

- \$65,000-95,000 (salary and bonuses; based on experience)
- Onsite housing provided (utilities included)
- Flexible working hours & paid time off