

**Manager / Deputy Manager, Development & New Alliances**

Reporting To:	Head - Development
Functional:	Development & New Alliances
Scope:	Pan India
Grade:	FM3
Supervises:	1 Analyst

Main internal contacts	<p>Executive leadership for Fortune Park Hotels Ltd</p> <p>Sales Team</p> <p>Human Resources team</p> <p>Unit HR teams</p> <p>Operations teams- Managers at CHQ and General Managers</p> <p>Owners/ OB Reps of Fortune Properties</p> <p>Staff at various Fortune Hotels.</p>
Main external contacts	<p>Owner</p> <p>Consultants</p>

**Main objective / Context**

The Manager – Development & New Alliances identifies and pursues new business opportunities, and coordinates a multidisciplinary team involved in the review, approval and finalization of contracts for new hotels. This position will be successful with a passion to drive the brand value to grow the portfolio through building long term sustainable alliances with partners equally passionate about hospitality.

### Main responsibilities & duties

#### ■ Follow the development strategy:

- ▶ This position will work closely with the Head - Development to articulate and communicate the development and growth strategy for FPHL.
- ▶ To develop potential growth location mapping and identify gaps to focus growth efforts on priority.
- ▶ Will periodically review the strategy and growth mapping plans as well as new avenues of growth to ensure that the brand presence continues to grow.
- ▶ Monitor the progress on strategy and report regularly to the board of directors through Head - Development.

#### ■ Lead Management:

- ▶ This position will plan and develop relationships with potential lead generation sources like operator search consultants, technical consultants, FPHL colleagues, industry sources, independent hotel operators, tourism bodies, financiers, FPHL website, ITC divisions etc to generate leads for potential alliances.
- ▶ To collaborate with ITC hotels growth and development team for lead generation and sharing.
- ▶ Proactively manage all development leads from generation to closure (conversion or denial), with timely follow-up, articulation of brand value, negotiation and adherence to brand and EHS requirements.

#### ■ Market Intelligence

- ▶ This position will be one of the key external facing positions of the organisation, especially in the community of investors, consultants, financiers and existing alliance partners.
- ▶ Will be expected to set up strong market intelligence and closely monitor competitive growth activities (through legitimate channels) to drive FPHL market standing.
- ▶ Review opportunities in existing markets as well as new potential markets to identify growth opportunities and early mover advantage.

#### ■ Deal Execution

- ▶ This position will work closely with key functions like S&M, EHS and operations to evaluate all potential deals and their fit with FPHL growth mapping.
- ▶ Manage all development activities from lead to signing, working closely with key functions like operations, finance and legal as well as owners and consultants.
- ▶ Execute deals consistent with FPHL strategic priorities and brand guidelines, collaborating with key functions and members of the Fortune Management Committee (FMC).
- ▶ Manage renewal process of existing alliances proactively through close collaboration with the Head – Development / FMC member in-charge of the relationship.

#### ■ Development Administration

- ▶ This position will be responsible for ensuring a strong administrative process of all development activities
- ▶ Will be expected to manage lead pipelines, project documentation, and keep track of timeframes.
- ▶ Will be expected to collaborate with the respective teams for technical support to projects, feasibility reviews as well as due diligence.
- ▶ Follow NAAC (New Alliance Approval Committee) report requirements

#### ■ Build brand profile

- ▶ This position will play a key role in sharpening and constantly promoting the owner value proposition.
- ▶ Will work to continuously strengthen the profile of FPHL across our operating landscape, potential partners, government, and social environments.
- ▶ Play an active role in reviewing brand offering relevance, identifying market opportunities for new brands or new business offerings.

**Technical skills**

Business Skills	Detailed oriented, Comfortable with handling data making presentation & clear written and verbal communication.
Computer Skills	Advanced PC skills including Word, Excel, PowerPoint and Outlook Should be able to independently create business case presentations, detailed excel reports/ analysis for internal/ external stakeholders.
Communication Skills	Demonstrated effectiveness in written and verbal communication
Business Travel	As and when required. Approximately 60% of the time.

**Education/Experience**

Education	Bachelor's Degree or equivalent in Hotel Management or Business
Experience	06+ years of industry experience At least four years of experience in development and a good understanding of the competitive landscape.

**FPHL Leadership competencies**

STRATEGIC MINDSET	<ul style="list-style-type: none"> <li>• Demonstrates foresight</li> <li>• Demonstrates conceptual ability</li> <li>• Displays ability to sense emerging changes.</li> <li>• Spots trends and patterns and identified key issues from a mass of data/information.</li> <li>• Grasps information quickly; picks up nuances, subtleties.</li> <li>• Understand hoe his/her role impacts others in the function.</li> <li>• Displays a logical thought process in day to day operations.</li> <li>• Information from diverse sources to make effective ground level decisions.</li> <li>• Recognises implications of decisions and alternatives.</li> </ul>
CUSTOMER FOCUS	<ul style="list-style-type: none"> <li>• Can see things through the “eyes of the customers.”</li> <li>• Is aware of internal and external customer needs.</li> <li>• Has a fair understanding of the business.</li> <li>• Looks at work issues from the customers’ point of view.</li> <li>• Is always pre-occupied with delivering the value preposition of the business.</li> <li>• Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.</li> </ul> <p>Is able to discern the various elements of the company’s competitive vis a vis competition</p>

**MAKING THINGS HAPPEN**

- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.
- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an ongoing basis.
- Execute all relevant compliances and documentation within prescribed schedules.

**LEADING CHANGE**

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focuse4d to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

**PEOPLE LEADERSHIP**

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behavior.
- Is confident but not arrogant.
- Involves in the resolution of problems.
- Brings energy and direction to activities.
- Shares experiences and information with team members.
- Demonstrates commitment to the team and supports team decisions

- Understands the expectations and desires of various partners (property Owners and Owning Boards) and translates them effectively into

<p><b>STAKEHOLDER MANAGEMENT</b></p>	<p>business goals.</p> <ul style="list-style-type: none"> <li>• Nurtures strong business partner relationships with key vendors/suppliers at a strategic level.</li> <li>• Maintains a valuable network of contacts across business areas to drive and support initiative.</li> <li>• Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.</li> <li>• Is able to safeguard company interest while managing Owner's tactfully.</li> </ul>
<p><b>ORGANIZATION SAVVINESS</b></p>	<ul style="list-style-type: none"> <li>• Approaches problems with a clear understanding of organization and geographical realities- Operates effectively within the organization's formal and informal structures.</li> <li>• Builds allies and relationships across departments, uses allies to build consensus and create results, is appropriately diplomatic, understands others' roles and perspectives, can sell projects and ideas across the organization.</li> <li>• Understand how the culture of the organization impacts on how the work gets done and takes this into account in planning and decision making.</li> <li>• Understands the goals/objectives of the other departments /work units and uses this information to establish alliances and resolve issues.</li> <li>• Understands the interdependent nature of operation and the impact of the various departments /work units on workflow within the organization.</li> <li>• Understands how his or her decision may impact others across the organisation and involves them appropriately.</li> </ul>

**Acceptance of Position Description**

I, \_\_\_\_\_, have read and understood the contents of this document and have gotten my questions pertaining to the role answered.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_