

United States Jobs Expertini®

VP, Brand Operations/Brand Leader

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Company: Wyndham Hotels & Resorts

Location: United States

Category: other-general

VP, Brand Operations/Brand Leader - ECHO

Location:

Remote, US

Property Name: Remote in the United States Req Id: 23069

Wyndham Hotels & Resorts is now seeking a VP, Brand Operations/Brand Leader - ECHO to join our team.

Why Wyndham?

By joining Wyndham Hotels & Resorts, you will play an integral role in our mission to make hotel travel possible for all. You'll be part of the largest hotel franchise company in the world, where we strive to deliver the best value to our owners and guests. Most importantly, you'll be entrusted to live our unique Count on Me culture, set by our core values of integrity, accountability, inclusive, caring and fun. At Wyndham, we provide all team members the opportunity to grow through best-in-class training and career development, leadership training, mentorship opportunities and educational support. Supporting our team members is a top priority, which is why we offer competitive compensation and benefits, vacation, team member appreciation days, workplace flexibility and much more. At Wyndham Hotels & Resorts, we value and embrace a culture of diversity, equity and inclusion that supports team members of all backgrounds and experiences. We can't wait to welcome you!

The Role

The Vice President, Brand Operations - ECHO will lead WHG's efforts to achieve the strategic objectives for the ECHO brand. This includes developing and leading initiatives that

drive brand growth, prepare strategies for successful openings for ECHO brand, increase retention, enhance franchisee satisfaction, and help improve property performance. VP Brand Operations will be responsible for creating the culture and environment for ECHO brand, hotels, franchisees and their operations team.

What you'll do

Franchisee Satisfaction

Grow brand value proposition for ECHO developers and franchisees.

Engage franchisees in brand initiatives.

Exhibit owners first culture.

Take ownership by building and nurturing strong relationships with owners and top clients, and respond to franchisee's questions, concerns, feedback, and suggestions.

Growth and Retention

Manage opening process, ramp up process, property improvement plan and brand standards and waiver approvals.

Interaction with Franchise development team to assist with growth opportunities.

For La Quinta and Hawthorn portfolio, identifying low performing quality sites that can be repositioned to open markets for development.

Brand Management

Review and assist with identifying/leading opportunities to drive brand performance.

Contribute to Quarterly Business Review process.

Lead the discussions of Developers Council/FAC, follow-up on all feedback.

Drive quality enhancements and property performance.

Work with different departments and teams to lead the brand initiatives.

Assist with managing/monitoring the Brand Operations, FAC and Marketing Fund budget.

Assist with Hospitality Management Professional (HMP) program.

Marketing

Collaborate with the marketing team to ensure effective marketing campaigns and drive the performance of the brand.

Review promotions and help engage franchisees in use of promotional rate codes.

Assist with communication of marketing initiatives to the franchise system.

You'll be successful if you have

The ability to work under pressure and balance multiple priorities is needed. Must be results-oriented and work with a sense of urgency.

Strong communication skills are required in both written and verbal form. The ability to motivate and inspire internal/external customers along with associates is also required in this position.

Proficiency in multiple technology platforms is preferred including Microsoft Office and Salesforce.

Must exhibit an Owners-First mentality.

Ability to conceive and roadmap a brand vision.

Highly effective communication skills at all levels of the organization and franchise community.

Ability to develop and deliver motivating, inspiring and captivating public presentations.

Strong negotiation skills and ability to close deals.

Deep knowledge of industry trends and performance.

Ability to use internal business tools to derive data-driven insights.

Ability to prepare compelling business cases for new initiatives.

Understanding of marketing practices, budgets, campaign measurement and business levers.

Mastery of Word, Excel, PowerPoint, Zoom and other presentation platforms.

Ability to develop creative solutions to complex business challenges.

Project management capabilities.

Ability to travel regularly and without significant notice.

Required Qualifications/Experience

A four-year university degree or its equivalent is required, preferably in hotel management. 10+ years of property level and brand level hotel management experience is required.

Extended Stay brand and operations experience is required.

GM level experience of managing hotels is preferred.

Proven results in a leadership role with demonstrated ability to lead cross-functional projects and achieve key objectives.

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