



**The General Manager
Pullman Hotel Liverpool
Role Profile**



General Manager

Pullman Hotel Liverpool

REPORTS TO: Chief Operating Officer, ACC Liverpool Hotels Ltd

Current Line Management for the following functions and roles

Director of Sales & Marketing, the Financial Controller, the Operations Manager, health, safety, compliance and governance, reporting to Accor and accountability for all people related matters, (with a functional reporting line for the Group People Manager)

JOB PURPOSE

As General Manager of the award-winning Pullman Liverpool, this role is the driving force behind one of the city's flagship upscale hotels. The General Manager will lead a high-performing team to deliver exceptional guest experiences, protect and enhance the Hotel asset, elevate the Pullman brand, maximise commercial returns and drive the delivery of a number of exciting growth related projects focused on driving improved profitability and customer experiences.

This role demands an inspiring, commercially astute people leader with the vision, operational expertise, and relationship-building capability to shape the hotel's success and reputation in the city and across the wider Accor network.

MAIN DUTIES AND RESPONSIBILITIES

Hotel Leadership & Performance

- Lead the hotel team to deliver outstanding service in line with Accor brand standards, Pullman values and ACCLHL objectives.

- Develop and execute a high-impact business plan focused on profit growth, market share across all segments.
- Champion a culture that is obsessively customer-centric, improving RPS, brand metrics and guest sentiment.
- Represent Pullman Liverpool at all required ACCLHL, shareholder, brand, and industry forums.

Leadership Responsibilities

- Lead, inspire and motivate the hotel team, ensuring Pullman's culture and values are embedded throughout daily operations.
- Recruit, develop and retain exceptional talent through targeted development plans and succession strategies.
- Partner with ACCL People Team to design and deliver high-quality learning programmes aligned with brand standards and business priorities.
- Be a visible, accessible and influential leader for guests, colleagues, partners and key city stakeholders.

Financial and Commercial Responsibilities

- Lead the annual budgeting process, ensuring clarity of information, forecasting and analysis, accountability and strong commercial assumptions.
- Drive hotel revenue and profitability through strategic pricing, revenue management insights, and proactive market analysis.
- Oversee weekly forecasting, monthly reporting, and KPI performance including RGI vs comp set, RevPAR/TrevPAR, GOP margin, staffing ratios and capital performance.
- Ensure flawless adherence to financial controls, reporting standards and deadlines.

Brand, Standards & Reputation

- Uphold and continually improve brand values, operational standards and audit performance.
- Ensure the hotel is visible and influential within the Liverpool hospitality community, including Liverpool Hospitality Association and the Accommodation BID.
- Build the hotel's competitive advantage through meaningful local partnerships and proactive community engagement.

Governance, Compliance & Risk

- Ensure robust compliance with all statutory and legal requirements including Health & Safety, Fire Safety, Food Hygiene and Allergens.
- Own risk management, security, and audit processes, delivering consistently high standards and rapid corrective action where needed.
- Manage and be accountable for the Hotel's risk related reporting, insurance related matters and compliance across all departments.
- Manage and own the responsibility for cybersecurity, GDPR and data compliance.

Strategic Responsibilities

- Develop and execute forward-thinking strategies in rooms, rate, occupancy, service delivery, F&B, operations and FM.
- Identify and deliver innovations that improve efficiency, enhance guest experience and strengthen commercial performance.
- Play a key role within Pullman's senior management community, shaping the hotel's long-term vision and driving excellence.

ACCL Group Responsibilities

- Provide timely, accurate and insight-driven monthly business updates to the COO covering performance, capital, people, risk, customer sentiment and strategic deliverables.
- Attend the quarterly Subsidiary Oversight Committee meetings and prepare the full hotel board reporting pack and monthly business performance pack.
- Lead key annual projects including refurbishment programmes, lifecycle reporting, cost-base reviews and M&E improvement plans.
- Contribute actively to ACCLHL group meetings and strategic planning cycles.

General

- Champion a culture of excellence, safety, wellbeing and continuous improvement.
- Work flexibly across evenings, weekends and bank holidays to meet the operational needs of a 24/7 business.
- Undertake any duties consistent with this role as requested by the COO or the Brand Franchisor Accor.
- This role requires on site presence and there is minimal off site working for this this position.

- Experience managing front office, housekeeping, F&B, maintenance, and events
- Strong background in guest-facing environments
- Demonstrated ability to uphold brand and quality standards
- GM experience in a four star upscale Hotel environment

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Leadership of Multi-Disciplinary Teams

Experience leading medium-to-large teams (50–200+ people) is key.

Relevant experience includes:

- Leading managers and department heads
- Recruitment, development, and performance management
- Building strong service cultures
- Handling HR issues and improving staff retention

Full P&L and Financial Management

The GM must be able to run the hotel like a business.

- Managing full profit & loss accountability
- Budgeting, forecasting, and financial reporting
- Driving revenue and controlling labour/operating costs
- Contract management and procurement oversight

Commercial, Sales & Revenue Management Experience

- Working with revenue managers and Accor revenue experts on pricing and yield strategies
- Understanding OTA channels and distribution
- Supporting or leading corporate and conference sales activities
- Analysing market trends and competitor data
- Managing brand reputation and guest review platforms

Guest Experience & Service Excellence

The GMs for this role must have a track record of delivering high guest satisfaction.

Expected experience:

- Handling VIPs and high-profile guests
- Managing service recovery and complex complaints
- Improving guest experience scores and rankings
- Implementing service standards and training programmes
- Delivering events within the hotel demise

Experience with Hotel Systems & Technology

- PMS (Opera,)
- Revenue and channel management tools
- POS systems (F&B)
- Maintenance, housekeeping, and CRM platforms
- Basic understanding of cybersecurity and data protection processes

Risk, Compliance & Safety Management

- Health & safety oversight
- Food safety and hygiene compliance
- Fire safety and emergency procedure leadership
- Incident management and reporting

Stakeholder Management

- ACCLHL, Liverpool City Council as Landlord and Shareholder of ACCLHL, city stakeholders and relevant ACCL colleagues and Hotel senior managers
- Corporate leadership (if part of a group or chain)
- Local community partners
- Key suppliers and contractors
- The GM must be able to represent the hotel professionally and strategically.

Strategic Change & Project Leadership

Experience implementing improvements and major projects.

Examples:

- Refurbishments or rebranding projects
- Operational restructuring

	<ul style="list-style-type: none"> • Introducing new technology systems • Driving sustainability and ESG initiatives 		
SKILLS & KNOWLEDGE	<p>People Leadership</p> <p>Skills</p> <ul style="list-style-type: none"> • Team leadership & motivation • Staff development, coaching, and mentoring • Delegation and accountability • Conflict resolution and performance management • Creating a positive culture and reducing turnover <p>Knowledge</p> <ul style="list-style-type: none"> • HR and Employment related matters, including HR policies • Best practices in workforce planning and scheduling <p>Operational Skills</p> <ul style="list-style-type: none"> • Operational planning • Service quality management • Process improvement and consistency checking <p>Knowledge</p> <ul style="list-style-type: none"> • Front office, housekeeping, F&B, events, maintenance, spa/leisure • Brand standards and quality assurance • Health, safety, and compliance requirements • Guest service standards expected at upscale hotels <p>Commercial, Financial & Analytical Skills</p> <p>The GM must drive profitability and manage the overall financial health of the property.</p> <p>Skills</p> <ul style="list-style-type: none"> • P&L management • Budgeting and forecasting 	<p>Unless Stated all Essential for the role</p>	

- Revenue growth and cost control
- Data-driven decision-making (using KPIs, dashboards, financial reports)

Knowledge

- Key hotel performance metrics: RevPAR, ADR, GOP, occupancy, labour ratios
- Profit centres (rooms, F&B, events, leisure, etc.)
- Procurement, contracts, and supplier negotiations

Sales, Marketing & Revenue Management Knowledge

Skills

- Collaboration with sales & revenue teams
- Identifying market opportunities
- Managing promotions, partnerships, and local market activity

Knowledge

- Revenue management principles (pricing, segmentation, distribution)
- Digital marketing, brand reputation, social media
- OTA channels and online visibility
- Corporate, MICE, and group sales processes
- Loyalty programmes and brand marketing

Guest Experience & Service Excellence

An Upper Upscale GM is the “face” of the hotel.

Skills

- Advanced service recovery
- Managing VIP and high-expectation guests
- Complaint handling with diplomacy and warmth
- Consistently improving the guest journey

Knowledge

- Guest experience standards
- Review platforms and guest feedback systems
- Local cultural expectations and demographics

Strategic Thinking & Business Planning

Skills

- Long-term planning
- Setting and communicating strategic goals
- Change management
- Innovation and adoption of new technologies

Knowledge

- Market trends in hospitality
- Competitive benchmarking
- Sustainability and ESG standards

Technology & Systems Knowledge

Skills

- Using data and technology to enhance operations

Knowledge

- Property Management Systems (e.g., Opera)
- Revenue management systems
- CRM and guest personalisation tools
- Point-of-sale and financial software
- Cybersecurity basics and data privacy (GDPR)

Communication & Relationship-Building Skills

GMs interact with many stakeholders: staff, guests, suppliers, and the community.

Skills

- Clear, persuasive communication
- Public speaking and representing the brand
- Building partnerships and local connections
- Negotiation and conflict resolution
- Professional written communication (reports, presentations)

Crisis, Risk & Safety Management

Knowledge

	<ul style="list-style-type: none"> • Health & Safety legislation • Food safety and hygiene • Fire safety procedures • Risk assessments and mitigation <p>Skills</p> <ul style="list-style-type: none"> • Calm, decisive crisis leadership • Incident management • Emergency communication <p>Personal Effectiveness Skills</p> <p>Skills</p> <ul style="list-style-type: none"> • Emotional intelligence • Time management and prioritisation • Resilience and adaptability • Professional integrity and discretion • Problem-solving and critical thinking 		
<p>KEY ATTRIBUTES</p>	<ol style="list-style-type: none"> 1. Proven Leadership & People Management <ul style="list-style-type: none"> • Ability to lead diverse teams across operations, front office, food & beverage, housekeeping, and maintenance • Strong coaching, delegation, and performance-management skills • Creates a positive culture that delivers consistent service excellence 2. Strong Operational Expertise <ul style="list-style-type: none"> • Comprehensive understanding of full-service hotel operations and brand standards • Strong grasp of service quality expectations at the four-star level • Ability to manage daily operations while balancing long-term strategic goals 3. Commercial & Financial Acumen <ul style="list-style-type: none"> • Experience with budgeting, forecasting, cost control, and P&L responsibility • Ability to drive revenue across rooms, F&B, events, and other profit centres • Comfortable working with KPIs: RevPAR, ADR, GOP, occupancy, labour ratios 4. Exceptional Guest-Experience Focus 	<p>Unless Stated all Essential for the role</p>	

- Proven commitment to guest satisfaction and service recovery
- Ability to turn guest feedback and data into operational improvements
- Skilled in maintaining high guest ratings across review and OTA platforms

5. Strong Sales, Marketing & Revenue Management Understanding

- Experience working with revenue management strategies, pricing, and distribution channels
- Ability to collaborate with sales teams to attract corporate clients, events, and groups
- Understanding of digital presence, brand reputation management, and marketing initiatives

6. Crisis Management & Problem-Solving Skills

- Calm and decisive under pressure
- Experience and knowledge of risk mitigation, health & safety, compliance, and emergency response
- Able to manage complex operational challenges quickly and effectively

7. Excellent Communication & Interpersonal Skills

- Confident communicator with staff, guests, suppliers, and stakeholders
- Clear and transparent reporting to Accor and ACCLHL leadership
- Strong relationship-building and negotiation skills

8. Strategic Thinking & Innovation

- Ability to translate long-term goals into operational plans
- Comfortable implementing technology solutions, process improvements, and new service concepts
- Future-focused mindset aligned with brand evolution and market trends

9. Strong Attention to Detail

- High standards in presentation, cleanliness, service quality, and guest touchpoints
- Continuously monitors operations to ensure consistency and brand alignment

10. Cultural Awareness & Inclusivity

- Ability to manage a multicultural workforce
- Creates an inclusive, respectful environment for both guests and employees

11. Adaptability & Change Management

	<ul style="list-style-type: none"> • Comfortable leading through organisational change • Agile in responding to market shifts, new regulations, and evolving guest expectations <p>12. Reputation & Stakeholder Management</p> <ul style="list-style-type: none"> • Experience liaising with ACCLHL, Accor, asset managers, corporate offices, and community partners • Able to present property performance and strategic direction confidently 		
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Key for How Measured:

I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date