

ROLE PROFILE

Job Title: Escapades Lively Representative	Date role profile reviewed: 1st June 2009	Grade / Level: N/A
Reports to: Gateway Manager/Resort Supervisor/Head Representative/Youth Head Representative	Department / Business Area: Overseas	
Role Purpose: To provide the ultimate in holiday experience to our Escapades and Sunset Lively customers. Maximising company profit without compromising on customer service. Promoting and maintaining a high level of brand identity to encourage customer loyalty and repeat business. Delivering the ultimate holiday experience to all Escapades customers.		
Responsibilities & Key Outputs		
Key Tasks		
<ul style="list-style-type: none"> • Effectively respond to customers needs and queries. • Communicate relevant and interesting information to customers to enhance their holiday experience. • Professionally and efficiently accompany customers to and from the airport. • Remain in allocated property/s for the majority of airport/arrival days to ensure as many customers as possible receive a Meet and Greet/Block Around the Clock service in accordance with the company's guidelines. • Deliver Welcome Events to customers after their arrival with the objective of providing customers with practical information including the Escapades Block Package, Weekender and Block Close of Sale in accordance with the company's guidelines. • Actively sell the Escapades Block Package, individual Escapades Events, the Weekender, Thomas Cook Events, car hire, and ad-hoc events in order to achieve income targets set by the destination manager. • Maximise all selling opportunities of the Escapades Block Package, individual Escapades events, the Weekender and any additional services offered in resort e.g. Merchandise, phone cards and other income activities. • Consistently strive to achieve individual and team income/Weekender targets and understand the importance of these. • Promote the Weekender in resort at all given opportunities. • Deliver exceptional customer service in order to achieve the customer service and CSQ targets given by the destination manager. • Actively monitor health/safety and quality standards • Accurately complete weekly/fortnightly paperwork in accordance with the company guidelines and the resort deadlines. 		

- Regularly visit all allocated properties as appropriate and as advertised/advised to the customers concerned.
- Establish a friendly, respectful relationship with all hotel staff, suppliers and airport officials.
- Guide both day and night Escapades/Thomas Cook Events as required.
- Take an active role in entertaining customers, this will include daytime entertainment/activity's both in and out of the property, throughout daytime and evening events, special/one-off events and any other in-house entertainment/ activity where possible. Ensuring a positive and professional portrayal of the company at all times in accordance with company guidelines.
- Financially reconcile/liquidate with the local agents providing accurate paperwork.
- Secure company money by ensuring that cash handling procedures are adhered to in accordance with the company's asset security guidelines.
- Ensure notice boards/Today Tonight Tomorrow Boards are displayed professionally and are up to date and informative in accordance with the company's guidelines
- Conduct police and clinic visits as required.
- Escalate all issues/incidents to the destination management team.
- To promote a well-respected company image that sets us apart from our competitors whilst developing and maintaining effective working relationships with internal and external suppliers at all times.

People Skills

Key Tasks

- Good communication skills and the ability to converse confidently with customers
- The ability to work either as a part of a team or independently.
- The ability to listen responding sympathetically to customers requests/needs.
- An enthusiastic positive personality must like working with people.
- To be able to negotiate, converse and appeal to a large variety of customer types from many different backgrounds, areas and community's within the mainstream and youth market as well as all suppliers with whom they may have contact with.

Decision Making Skills

Key Tasks

- The initiative to escalate problems and incidents to the destination management.
- The ability to resolve problems.
- To be able to alter personality and approach to different situations as they arrive
- To be able to make on the spot decisions within own field of responsibility as and when required.

Development Skills

Key Tasks

- A willingness to learn and participant in any given training.
- A desire to consistently improve selling techniques for all aspects of the role.

PERSON SPECIFICATION

CAPABILITIES PROFILE – Presentation

Essential:

- Smart appearance
- Professional disposition.
- Good communication skills

Desirable:

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CAPABILITIES PROFILE – Education and Qualifications

Essential:

- Educated to GCSE level.

Desirable:

- A willingness to learn a foreign language.

CAPABILITIES PROFILE – IT Skills

Essential:

Desirable:

- A basic knowledge of Microsoft Office, Word and Excel packages.

EXPERIENCE & TRACK RECORD

Essential:

- Previous experience within a service industry

Desirable:

- Previous experience within the travel industry.
- Previous experience with youth.
- Previous experience working overseas

PERSONAL QUALITIES

Essential:

- Self motivated
- Ability to solve problems
- A willingness to work hard
- Flexible
- Enthusiastic & positive.

Desirable:

- Displays strong character and personality
- Confident in using the Microphone

<ul style="list-style-type: none"> • Dedicated • Able to think on feet • Ability to appeal and work alongside the youth market clientele 	
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GENERAL PRIORITIES IN TERM OF TIME SPENT

Direct Customer Service	30%
Indirect Service	20%
Sales	40%
Administration	10%

ORGANISATIONAL INFORMATION

Direct reports: None Interfaces with: All Overseas Staff	A key requirement of all Overseas staff is to be 100% flexible. We operate to over 70 gateways around the world and new staff will be placed once recruited.
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