



Job Description

Reception and Retail Manager

LOCATION	Pinewoods
REPORTING TO	Park Manager, Pinewoods
DIRECT REPORTS	Senior Receptionist, Reception & Retail Assistants x7, Housekeeping Co-Ordinator, Retail Supervisor, Third Party Contract Cleaners

Pinewoods is part of the Holkham Estate

Holkham's vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry and country sports. The leisure businesses comprise a country inn, a holiday park, beaches, car parks, admissions, cafes, shops, weddings, concerts and events.

Holkham was awarded as Best Large Employer – Eastern Region in 2023. We have high levels of staff satisfaction, quality learning and development opportunities and a strong work ethic where the human touch is never lost.

Pinewoods, Wells-next-the-Sea

Situated in an outstanding location on Beach Road, Wells-next-the-Sea, Pinewoods is a five star graded Holiday Park offering a combination of caravan holiday homes for purchase, holiday homes & lodges for hire and touring caravan pitches. In addition, Pinewoods has responsibility for the stunning Wells Beach and it's iconic beach huts, for hire and sale and also operating the Wells Beach Bus.

Overall job purpose

The Holiday Bookings & Guest Services Manager is responsible for managing the operations of the holiday park reception and bookings office, guest accommodation, housekeeping functions, including managing third party contract cleaners, and the retail store.

The role is a key part of the management team, reporting to the Park Manager and working alongside the Operations Manager, the Wells Beach Bus Manager and the Senior Sales Advisor. The permanent team at Pinewoods is around 30.

The role is responsible for leading and managing the Reception & Retail team whose purpose is to be the main point of contact for visiting holiday guests, holiday home owners, taking holiday bookings, general enquiries and organising operational and administrative support to the reception operation functions.

The postholder will be required to demonstrate commercial and capable leadership with a passion for hospitality, a keen eye for detail, and a proactive approach to problem-solving in a fast-paced, dynamic environment. They will display skills in efficient use of resources, meticulous planning and excellent people management skills to ensure that consistently high standards are maintained.

Key Responsibilities The following is intended to provide guidance as to duties but is not exhaustive;

1. **Guest Services Management:** Lead the reception and retail team, providing outstanding customer service to ensure guest satisfaction and addressing any issues that arise during their stay.
2. **Bookings & Reservations:** Oversee the bookings process, managing all online, phone, and email enquiries, and ensuring that all reservations are handled efficiently and accurately.
3. **Team Leadership:** Train, coach, motivate, and manage a team of reception and retail staff, ensuring they deliver high levels of service in line with Pinewoods standards.
4. **Operational Oversight:** Coordinate with other departments (e.g., housekeeping, maintenance, gardening, and caravan sales) to ensure smooth daily operations and seamless guest experiences.
5. **Complaint Resolution:** Handle guest complaints and feedback professionally and effectively, implementing solutions that enhance guest experience and loyalty.
6. **Revenue Management:** Monitor occupancy levels, pricing strategies, and special offers to maximise bookings and revenue throughout the year.
7. **Customer Feedback:** Collect and analyse guest feedback to continuously improve service quality and identify areas for development.
8. **Health & Safety Compliance:** Ensure all guest services operations adhere to health and safety regulations, park policies, and industry standards.
9. **Budget & Reporting:** Manage the department budget and prepare regular reports on bookings, occupancy rates, and guest satisfaction metrics for the management team.
10. **Retail Operations:** Line manager responsibility for the Parks' Retail Supervisor with priority given to supporting the delivery of:
 - Overseeing the day-to-day operations of the retail store, ensuring it runs smoothly, efficiently, and profitably
 - Product Range development
 - Driving store performance by meeting and exceeding sales targets, and implementing strategies to increase revenue.
 - Inventory Management: Monitor stock levels, order products, and ensure optimal stock availability, especially during peak holiday seasons.
11. **Duty Management:** To deputise for the Park Manager as required and help to train, coach and develop team members enabling them to confidently tackle routine problems, asking for more senior support for the rare but complex situations that arise at a large holiday park.
12. **Fire/Flood evacuation planning:** Actively support the Park Manager in operating evacuation/fire drills, reviewing and updating policy and communication (where applicable) to guest.
13. **Sustainability:** identify and implement objectives to deliver our WONDER goals, also focussing on how we can inform, influence and inspire our owners and guests

Personal qualities

- Strong leadership skills – visible, leading from the front and leading by example.
- Effective team management skills, able to foster high levels of teamwork.
- Excellent communication skills,
- Able to provide exceptional customer service with the Ability to work with clients on all levels, including demanding and complex clients.
- Proficiency in booking/reservation systems and Microsoft Office Suite.
- Ability to work under pressure and resolve conflicts in a fast-paced environment.
- Flexibility to work weekends, holidays, and peak times as required.
- A strong eye for detail, organisation, and time management.
- Discrete and trustworthy
- High level of professional and personal standards.
- Performance driven work ethic.
- Ability to work under pressure.
- Experience of managing budgets and projects.
- Consistently demonstrate and able to develop in others the 5 Holkham Behaviours below.

- Desirable:
 - Knowledge of revenue management and pricing strategies.
 - Experience in hospitality marketing or promotions.
 - Personal Licence Holder - Previous experience as Designated Premises Supervisor in the sale of alcohol
 - Previous experience in a similar role within the hospitality or holiday park industry

A full UK driving licence is required.

Training

You will be required and encouraged to engage in a program of professional development.

HOLKHAM

Our **vision** is to be the UK's most pioneering and sustainable rural estate

Our ambitions

We are custodians of important historic buildings and collections which we will treasure, enhance and revitalise before we hand these on to the next generation.

We will be pioneering, sustainable and influential in managing our landscape, farmland, habitats and wildlife.

We will create welcoming experiences to attract, inform and inspire those who visit or stay with us.

We want Holkham to be a great place to work, where talent is developed, teams set their own high standards and the human touch is never lost.

We will be a force for good in helping local communities to thrive, by providing employment, homes, and support for local businesses and charities.

Our five great behaviours

TEAMWORK MUTUAL RESPECT
SUSTAINABILITY CHALLENGE GO SEE