



Job description

Operations Manager

LOCATION	Pinewoods
REPORTING TO	Park Manager, Pinewoods
DIRECT REPORTS	Park Wardens x 8, Landscape & Gardening Team x 4, Third Party Contractors

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 its iconic beach huts, for hire and sale and also operating the Wells Beach Bus.

Overall job purpose

The Operations Manager is responsible for managing the operations, safety and presentation standards of the grounds, landscaping, facilities, repair and maintenance. Working alongside the Parks reception and sales teams in support of guest services, the role has an element of administrative function including budget control and communicating with the Parks' guests and holiday home owners.

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

This role is responsible for leading and managing a team of repair and maintenance wardens, gardeners, beach wardens and third-party contractors and organising operational and administrative support to the internal department functions.

The postholder will be required to demonstrate excellent leadership skills, a customer-focused mindset, the ability to handle multiple responsibilities, a keen eye for detail, and a proactive approach to problem-solving. 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. **Park Operations:** Oversee the daily operations of the holiday park, ensuring all facilities, grounds, accommodations, and services are functioning smoothly.
2. **Team Management & Leadership:** Lead and manage a diverse team including park wardens, beach wardens, reception, grounds staff and third-party contractors. Train, coach, motivate ensuring they deliver high levels of service in line with Pinewoods standards.
3. **Guest Experience:** Lead the team in maintaining high standards of customer satisfaction by supporting internal departments in resolving customer maintenance issues while ensuring a welcoming and enjoyable environment.
4. **Health & Safety Compliance:** Support the Park Manager to ensure the park adheres to health and safety regulations, including regular inspections, risk assessments, and incident reporting.
5. **Maintenance Oversight:** Manage ongoing maintenance of the park's facilities, including caravans, public areas, facilities buildings, grounds, Wells beach and the beach huts, to maintain a high standard of presentation.
6. **Financial Management:** Assist with budgeting, cost control, and financial reporting, ensuring operational efficiency.
7. **Marketing Support:** Collaborate with the marketing team to promote the park and its offerings, including special events, promotions, and customer loyalty programs.
8. **Inventory & Supplies:** Manage stock levels for necessary supplies, equipment, and materials, ensuring timely orders and cost-effective purchasing.
9. **Compliance:** Ensure that the park operates in line with legal regulations, including health, safety, environmental, and local government requirements.
10. **Operational Oversight:** Coordinate with other departments (e.g., housekeeping, reception, caravan sales) to ensure smooth daily operations and seamless guest experiences.
11. **Complaint Resolution:** Handle guest complaints and feedback professionally and effectively, implementing solutions that enhance guest experience and loyalty.
12. **Duty Management:** 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.
13. **Fire/Flood evacuation planning:** Actively support the Park Manager in operating evacuation/fire drills, reviewing and updating policy and communication (where applicable) to guest.

Personal qualities

- Strong leadership skills – visible, hands-on, 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.
- Ability to work under pressure and resolve conflicts in a fast-paced environment.
- 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.
- Proficiency in Microsoft Office Suite
- Flexibility to work weekends, holidays, and peak times as required.
- Consistently demonstrate and able to develop in others the 5 Holkham Behaviours below.

- Desirable:
 - Experience in Health & Safety Management
 - 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