



Job Description Detailed

Title: Caravan Park Manager

Reports To: Company Director

Also reports to and supported by: Finance & H.R. Manager
Sales, Marketing & IT Manager
Health/Safety & Maintenance Manager
Quality Assurance Manager
Business Advisor (Operational Park Support)
Business Advisor (Customer Services/Retail and Continuity Planning)

General

- To manage the park to the best of your endeavours
- To achieve or exceed the company's financial, service, safety, H.R. and H&S objectives whilst meeting all legal, moral and regulatory requirements
- To report directly to the Director on a weekly basis (Monday)
- To report directly to all staff at Ormskirk on a twice weekly basis

Marketing

- To undertake social media activities as directed by the Marketing Manager
- To communicate all 'quiet periods' on hiring and touring to the Marketing Manager on a weekly basis and to offer solutions to dealing with the problem
- To communicate information on hiring and touring bookings, their value and occupancy levels to the Marketing Manager on a weekly basis during the season
- To make full use of the Coastdale Parks Intranet for marketing and other purposes
- To advise the Marketing Manager of any changes or corrections to be made to the park's website

Static Caravan Sales

- To meet quarterly sales and profit contribution targets as set out by the Director
- To actively seek out and report all new sales leads from existing customers by regularly speaking and meeting them and understanding their needs and requirements



- To actively seek out and report all new sales leads from potential customers by undertaking marketing activities as directed by the Marketing Manager
- To attend the weekly sales conference call currently on Tuesdays at 10.30am
- To regularly report changes to our sales stock position
- To regularly liaise with all caravan manufacturers and their representatives in order to ensure that sufficient brochures and POS material is available on site
- To complete the Caravan Costing sheet for prospective sales leads and to submit to the Business Advisor for approval – having regard to guidance given on retail prices, gross profit margins and the cost of siting, testing and connection services
- To complete the Sales Order Form and to take the appropriate deposit from the customer having regard to the company's policy on this and money laundering
- To complete all the company's sales documentation, collect outstanding balances and to issue a Purchase Agreement and Licence Agreement to site a static caravan
- To establish the availability and cost of caravan siting, commissioning and testing services
- To establish and organise any pitch work required having regard to Model Standards and H&S issues - in conjunction with the Maintenance Manager on site and the Company Health & Safety Manager
- Upon delivery, to conduct an immediate Post Delivery Inspection (PDI) for new caravans, and to report any damage or shortages to the Business Advisor
- To record all PDI findings to the customer's file
- To dress all new caravans for sale in accordance with instructions given and to ensure that the caravan is open and accessible during trading hours
- To actively promote new stock to existing owners and to fully understand their caravan needs and requirements
- To attend caravan shows as directed by the company
- To organise sales events on park during the season in conjunction with the Marketing Manager
- To conduct a follow – up meeting with the owner no later than 30 days after the date of first and to systematically provide on – going after sales and warranty help to the customer and to liaise with the manufacturer

Finance

- To actively manage the park's income and expenditure in accordance with the park's budget objectives and targets
- To fully understand and actively use the information provided in the monthly management accounts



- To provide feedback to the Director on future site fees, the holiday tariff, sundry income, pitch occupancy levels, costs and other such considerations, as requested
- To contribute to the annual budget setting process by offering guidance to the Director on work to be done, capital to be replaced and other priorities
- To complete all weekly returns in an accurate and timely manner and to ensure that they are a true and honest reflection of the park's business for that week and report them to the Finance Manager
- To complete all paperwork relating to caravan sales, retail stock and hire fleet accurately and on time in conjunction with the Finance Manager
- To monitor and manage all owner accounts using the 'In-site' system, ensuring that outstanding moneys are received when due in conjunction with the Finance Manager

H.R./Staff Management

- To manage the park's workforce in a professional and effective manner in order to improve staff performance and productivity
- To promote the idea of 'teamwork' amongst all members of staff and to encourage all staff to consider themselves as part of a company team in a positive manner
- To have and record weekly staff meetings and to upload such records onto the company server
- To efficiently manage staff hours, levels of sickness, holidays, cover and other such factors in order to ensure that the park is efficiently and safely run at all times
- To regularly complete all company paperwork relating to holidays, sickness, absence, weekly timesheets, in a timely and efficient manner
- To promote the Company's Code of Conduct and to look after staff welfare
- To work with the company's H.R. Manager
- To ensure that all staff are presentable and smart, and wear the park's uniform

Training

- To advise the company on all park training needs and requirements having regard to current performance, skills and aptitude and to any changes in company policy and the law - please note that this function is split between all colleagues at Head Office depending upon the training need identified



Customer Service and Holiday Experience

- To continuously promote excellent customer service standards on the park by honestly assessing everything that we do and where appropriate, improving upon it
- To encourage *all colleagues* to adopt excellent customer service standards in the work that they do, and to highlight training needs and other needs to the Marketing Manager
- To improve upon all the key 'driver's' of our customer service performance, namely the accuracy and efficiency of the booking process, the welcome given on arrival and the information provided, the assistance given with queries about accommodation, services or local attraction, the standards of cleanliness and comfort available in our accommodation and facilities, the management and timely resolution of all queries and complaints and to effectively liaise with the Company's Customer Care Manager in situations where the customer isn't happy, and everything else that tends towards an excellent holiday experience

Park Management

- To pro-actively manage all owner complaints and queries in a timely manner and to report all such matters to the company's Business Advisor
- To actively and visibly manage the park on a daily basis, to open up and close on time and to regularly walk the boundaries of the park
- To understand and uphold all planning and site licence conditions
- To implement and uphold all company policies and decisions
- To respond to all customers and colleagues in a timely and efficient manner
- To attend / respond to emergency situations
- To manage the health and safety needs of the park and to work in conjunction with the Maintenance Manager and the Health & Safety Manager in order to ensure that priorities are identified and resources found
- To manage the park's maintenance priorities and standards and to work in conjunction with the park's Maintenance Manager in order to ensure that priorities are identified and resources found
- To promote and maintain the good name of the park and to forge useful links with local dignitaries and neighbours
- To attend all Manager Meetings
- To improve the quality and ambience of the park and to liaise with the Quality Assurance Manager to help improve Tourist Board ratings and David Bellamy Award standards