

ROLE PROFILE

Owner Experience Manager

Reporting to:

Head of Lifestyle

Role purpose:

To lead the Owners team to deliver world-class, exceptional, and seamless service to our Owners at the handover, after sales, Owners' Reception, repairs, safety tests and maintenance, letting and Owner benefits, experiences and facilities

Responsibilities

- Role modelling effective leadership behaviours in accordance with Cove values and vision at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness
- Ensuring that the Owner journey is always first class from the moment they have purchased their holiday home to a fond farewell if they choose to leave
- Embracing the Cove culture with Owners at the heart
- Leading a team that creates an Owners' community of advocates
- Overseeing open and transparent communications with Owners at all times
- Work alongside the Lifestyle manager to engage owners in a range of activities and events
- Developing Owner relationships that moves them from 'like' to 'love'
- Create a trusted relationship between owners and owner's services
- Oversee ticketing system and track all pending/delayed enquiries
- Recruit, train and develop team members who exemplify Cove values
- Oversee an annual owner survey with the Culture and Development Manager, working together to present a business presentation of key findings and recommendations

Financial targets to include:

- Maximising the site fee collection
- Maximising the repairs billing amounts ensuring all chargeable jobs are billed in a timely and accurate manner and communicated to the owner
- Managing wage and cost spends

Non-financial targets to include:

- Owner satisfaction
- Park complaints

<p>Progression in role:</p> <p>Entry</p> <ul style="list-style-type: none"> • Experienced leader with track record in team success • Excellent spoken and written English: grammar, punctuation and spelling • Strong interpersonal skills • Knowledge of ownership on a holiday park • Experience in managing customer service and complaint handling and an understanding of the impact of resolution on other players • Assertive and persuasive • Self -starter and highly motivated • Has demonstrated resilience 	<p>Training for role</p> <p>Company orientation and induction General Health and Safety GDPR – E-Learning Fire safety Manual Handling Time in Owner Services, maintenance, after sales, caravan sales, accommodation, F and B, security, accounts, sports and leisure Basic Excel and word</p>
<p>Competent – three months</p> <ul style="list-style-type: none"> • Leads with Cove values • All team members have clear objectives for the year in line with business • Owners only have to report an issue once and it is resolved • Has forged good relationships with wide group of team and HoDs • Manages budget to the satisfaction of UK Parks Director • Limited backlog of maintenance jobs outstanding • Has regular meetings with HoDs: maintenance, sales, security and accommodation • Uses own judgment to make decisions • Supports Owner relations team where necessary, authorising reasonable service recovery 	<p>Budgeting Excel (if not already competent) Performance management Disciplinary Diversity and Inclusion Recruitment and Selection Declining complaint ratio Health and Safety compliance In house systems Leaders’ cultural programme</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Annual budget achieved • Owner feedback scores (NPS) 50+ • Has created a culture of empowerment, generating ideas and innovative solutions from team members • Evidence of formal coaching team members • Occasional team development sessions to generate ideas and grow team skills • Attends Owner events • Complaint ratio declining 	<p>Social media as a tool: Facebook, Instagram Team engagement survey development Coaching skills</p>

<p>Excellence</p> <ul style="list-style-type: none"> • Two years' budget achieved • Owner retention rising • Complaint ratio record low with Cove • Team turnover low • Actively seeks out senior leadership to generate new ideas for Owners • Shares ideas and learns from other parks • Wholly professional at all times, in line with Cove values and vision 	<p>Enrolled on leadership development programme</p>
<p>Key measures</p> <p>Financial targets to include:</p> <ul style="list-style-type: none"> ○ Maximising the site fee collection ○ Maximising the repairs billing amounts ensuring all chargeable jobs are billed in a timely and accurate manner and communicated to the owner ○ Managing wage and cost spends <p>Complaint ratio (owner survey) Owner NPS Average service recovery amount Budget Owner retention Holidaymaker NPS Outstanding maintenance jobs</p>	