

ROLE PROFILE

Owner Lifestyle Co-Ordinator

Reporting to: Owner Services Manager

Role purpose:

To provide service excellence in the Owners' Lounge and develop the owner proposition, delivering on a calendar of Lifestyle events throughout the year and engage with owners in the development of the overall experience

Responsibilities

- Role model the company values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness
- Hold focus groups and/or holiday home visits with owners to gain insight into their views and ideas
- In charge of the Owners' lounge to ensure the venue is well-presented and stocked, maintaining an atmosphere conducive to the offering
- Work with Owner Services and TAG to put together an interesting, varied and industry-leading calendar of Owner events and Lifestyle activities
- Engage with Owners to find out what they would like to be included in the Lifestyle programme
- Glean information and feedback from Owners on an ongoing basis and relay it to Owner Services with a view to improving the offering
- Note any conversations with Owners about upgrades or referrals and pass to the sales team for follow-up
- Gently promote sublet to Owners
- Manage a bar and coffee service

<p>Progression in role:</p> <p>Entry</p> <ul style="list-style-type: none"> • Excellent spoken and written English: grammar, punctuation and spelling • Strong interpersonal skills • Knowledge of ownership on a holiday park • Experience in customer service and complaint handling and an understanding of the impact of resolution on other players • Able to work weekends • Basic Food and Beverage skills 	<p>Training for role</p> <p>Company orientation and induction Time in Owner Services, maintenance, after sales, caravan sales, housekeeping Advanced customer service Managing a bar and stock Leading Lifestyle events Health and Safety Manual Handling Fire Safety GDPR</p>
<p>Competent – three months</p> <ul style="list-style-type: none"> • Communications are Cove values-driven and always of a high standard in terms of language, tone and content • An exciting calendar has been sent out and booking system implemented (with TAG) • First events have been well-attended and feedback good • Owners’ Lounge is clean, inviting fully stocked • Take up of the lounge is growing • Is a key player at large Owner events e.g. Christmas ball 	<p>Diversity and Inclusion Presentation skills</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Calendar for following year is ready by November • Lounge is making healthy profit on bar and food • Owners have been engaged in leading events and forming hobby clubs • Events include those suggested by Owners • New food and beverage options are introduced and are popular • Is a leader and stage presenter at large events 	<p>Major events planning PowerPoint</p>
<p>Excellence</p> <ul style="list-style-type: none"> • Events are innovative and highly-prized • Owners’ Lounge is a ‘go to’ place • Co-ordinator creates new ideas and tries them out, advising colleagues on other parks in the UK and US 	

Key measures Owner survey: Owner lounge service, events and experience overall Owner survey NPS Owner attendance at events YOY F and B profit targets	