



JOB DESCRIPTION: RECEPTIONIST

Reports to: Senior Receptionist	Direct Reports: n/a
Date: April 2019	Salary band: £15,000 - £17,000
Location: Ambleside	Hours: Any 5 days in 7 (35 hours per week)

Role and Responsibilities

To provide high quality customer service and experience and in doing so support the delivery of organisational income targets. This requires the delivery of an excellent customer experience and satisfaction; the maintenance of a first class environment and impression; maximising re-booking and referral income; and, the identification and passing over of opportunities to the client relationship manager.

Key Tasks	% time spent
<p>Guest Experience Provides a high quality, efficient and effective experience for visitors to Brathay in person, on the phone and via email and social media.</p> <ul style="list-style-type: none"> • Works as part of the reception team and independently to deliver customer service including, but not exclusively <ul style="list-style-type: none"> ○ Providing an enthusiastic and interactive welcome to guests being personable and friendly at all times ○ Being available and accessible to guests ○ Checking guests & visitors in and out of Brathay, ensuring effective processes are followed and monies due collected ○ Keeping the reception area vibrant, engaging, tidy, well-stocked with literature etc and ensuring it provides a welcoming environment ○ Collecting, collating and sharing customer feedback to support the development of customer service ○ Making customers aware and developing retail sales opportunities ○ Answering telephone calls quickly and routing them effectively to ensure a high quality customer experience ○ Responds quickly, constructively and politely to emails received on the addresses to central guest services addresses such as reception@ • Promoting Brathay, its venue offering and fundraising through guest databases and events 	70%

JOB DESCRIPTION: RECEPTIONIST

<p>Business Development and Retention Works with colleagues to meet or exceed the organisational and guest services income target by</p> <ul style="list-style-type: none"> • Responding to and following up sales enquiries, referring leads to the Client Relationship Manager • Managing external booking sites, such as Booking.com, keeping the Client Relationship Manager up to date with current promotions and hospitality sector pricing etc & implementing agreed actions and strategies • Providing content and inputs into the marketing and social media activities to support Brathay Guest Services • Identifying and referring any cross-selling and up-selling opportunities to other Brathay teams • Working as part of the sales team to develop, implement and deliver sales and marketing initiatives • Proposing and implementing effective marketing strategies to maximise room occupancy levels • Works collaboratively alongside colleagues and partners 	<p>20%</p>
<p>Information Management & Operational Practices Uses Brathay’s systems and procedures to ensure information about activity is effectively and efficiently shared with colleagues</p> <ul style="list-style-type: none"> • Creating and updating client records for sales contacts in Highrise • Using Brathay’s systems for providing management information on sales activity • Following internal systems and processes (eg Retain bookings, costing sheets, sales contracts etc). • Balancing the till on a daily basis submitting reliable cash-ups to Finance • Recording information within Brathay’s systems to the required standards • Adhering and developing, Brathay policies including, but not exclusively: confidentiality, information governance, key security, contractors & suppliers, escalating any issues as and when necessary • Communicating effectively at all times with the wider guest services team, ensuring that key colleagues understand their roles and responsibilities with regard to reception operations 	<p>10%</p>
<p>Miscellaneous: In addition to the duties listed here, the post holder is required to perform other duties, which are assigned from time to time. However, such other duties will be reasonable in relation to the individual’s skills, abilities and grade.</p>	

JOB DESCRIPTION: RECEPTIONIST

Skills and Experience

Essential

- Experience of providing excellent customer service: smart, approachable, and flexible
- Experience of sales (including up-selling) in a hospitality environment
- Numerate, accurate, and willing to develop an understanding of basic business finance
- A professional and courteous manner (face to face, telephone, and email), with previous experience of dealing with sensitive data
- Excellent team-working and team-building skills
- Excellent communication and negotiation skills, both face-to-face and over the telephone
- Competent and proficient user of spread sheets, word processing, and (CRM) databases, preferably MS Office
- Competent user of the internet, including last minute web sites etc.
- Problem solving: ability to devise solutions using own initiative
- Self-motivated, well-organised, with the ability to prioritise and manage deadlines

Desirable

- Proven track record of meeting/exceeding targets and increasing revenue within a hospitality environment
- Significant practical experience across 50+ bed private or corporate hotels
- Knowledge of health and safety regulations and other relevant legislation eg, Data Protection Act
- Understanding of the principles of marketing and advertising/sales in a hospitality environment
- Experience of using electronic marketing tool (preferably Mailchimp)

Education and Qualifications

Desirable

- Recognised qualification in hospitality and tourism management

Limits of Authority: n/a - none

Other Essential

- **Mission, Legal Responsibilities and Policies:** participates in the development of, and adheres to, the Trust's mission and values, plan, practice, and agreed policies
- **Health & Safety:** adheres to Brathay's Health & Safety policy and procedures and any other statutory H&S requirements
- **Equal Opportunities etc:** adheres to Brathay's Equality & Diversity policy, Safeguarding policy and any other policies that may be in force from time to time
- **Flexibility:** as Brathay is a small organisation, you may well be asked to cover for other members of the Trust during sickness, holidays etc. Specifically in this role, the jobholder will need to be flexible with regard to occasional travel, evening and weekend working.
- **Team-working:** co-operates with colleagues to the greater benefit of the Trust and undertakes any other reasonable duties as may be required from time to time



JOB DESCRIPTION: RECEPTIONIST

It is Brathay's intention that this job description is seen as a guide to the major areas and duties for which the jobholder is accountable. However, the business will change and the jobholder's obligations will vary and develop. The job description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

I understand and accept the above job description and agree to carry out the functions and duties of this post.

Signed:

Date: