



Sales and Reservations Manager

Supported by:	Head of Marketing
Hours:	37.5hrs per week
Location:	212 Business Design Centre, 52 Upper Street, London N1 0QH
Salary:	£34k per annum
Annual Leave:	23 days per annum (rising to 28 over period of service) plus bank holidays
A Contributory Pension Scheme is available to all employees.	

Providing unforgettable breaks for nearly 60 years

Our essential short breaks boost wellbeing, rejuvenate relationships and bring disabled people and carers closer together. We create revitalising breaks filled with entertainment and new experiences, backed up by 24-hour nurse led care and much needed reassurance for our guests. Without Revitalise, some time away from the challenges of everyday life would simply be out of reach for many disabled people and their families.

At Revitalise, we like to come to work determined that the world is going to be a slightly better place for people at the end of today than it was yesterday, and that we're going to help make that happen.

Your role

This is an exciting opportunity for an experienced customer service professional to lead a high-performing Sales & Reservations function, focusing on achieving revenue targets, effective conversion, productivity, and growth, while also providing robust reporting, complaints handling and liaising with internal stakeholders to coordinate efficient guest arrivals.



Objectives of the role

1. To maximise guest **occupancy, income and revenue** by devising and implementing successful conversion strategies across the Sales and Reservations function and the online bookings system.
2. To ensure the Sales and Reservation service delivers a great **guest experience** that encourages them to book and to promote Revitalise to their friends and family.
3. To provide **effective leadership** to support **a positive, high performing and collaborative team culture** that demonstrates the charity's commitments and priorities towards its people through agreed ways of working and agreed processes.
4. To fully **engage, participate and collaborate** as a part of the External Affairs division and more widely in the charity's strategic plans and be accountable for implementing such plans where they relate to your function, as well as charity policies, processes and procedures.

Specific duties will include

- Operating an effective inbound and outbound strategies for conversion and revenue generation.
- Ensuring enquiries are managed to maximise sales, occupancy, and revenue.
- Developing and implementing suitable strategies for handling different call types, including new enquirers and repeat guests.
- Providing critical reporting on all aspects of occupancy-driving and working with the Head of Marketing to design and implement strategic initiatives to increase occupancy.
- Leading and motivating the Sales & Reservations team, ensuring they are operating at a high level, providing our guests with great service and on track to meet goals and targets set and agreed with the Head of Marketing.



- Conducting all aspects of line management for team, including recruitment, setting objectives, coaching, performance monitoring and identifying any external training needed.
- Monitoring customer service delivery against team standards and producing call outcome reporting to assess individual performance.
- Identifying any changes needed to improve efficiency, modernise systems and innovate current processes, working with the IT Manager and Head of Marketing.
- Managing the implementation of an online reservations system and taking responsibility for the ongoing management of the system to ensure the guest journey is maximised and the system works effectively to convert visitors.
- Ensuring all administrative procedures are completed accurately and in accordance with internal standards.
- Taking responsibility for funding requests, assessing each application against key criteria and making a decision about the level of individual awards.
- Taking responsibility for handling complex complaints.
- Identifying and convert potential occupancy-driving opportunities with groups and partners.
- Acting as one of the Sales & Reservations team, taking incoming calls and demonstrating exemplary customer experience and conversion skills.
- Representing the Sales & Reservations function, updating internal stakeholders on weekly revenue reporting and guest feedback scores.
- Developing and maintaining good knowledge of all aspects of the Revitalise centres.



Other Duties

- To attend and contribute to team meetings as required.
- To represent the charity face to face at exhibitions and events as required

Person Specification

We need you to use the application form or your CV covering letter to give evidence of how you meet the requirements in each point listed below.

Experience

1. Effective leadership and line management of a customer-focused team delivering a high-quality reservations service and continuous improvement.
2. Applying commercial awareness and successful strategies to increase occupancy and revenue.
3. Reporting and analysis to monitor performance and identify opportunities to optimise.
4. Managing complex and difficult interactions with guests, including complaints.
5. Organising a varied workload, planning work and projects and successfully completing these to set deadlines.
6. Building constructive collaborative relationships with a variety of internal and external contacts to achieve identified objectives.
7. Operating and optimising an online bookings and CRM system, as well as experience of telephony systems.
8. Developing and maintaining processes, procedures, and information systems to support the work of your team and the production of data to demonstrate performance.



Skills, Knowledge and Abilities

1. Proficient user of all Microsoft Office systems as well as online reservations and CRM systems.
2. Excellent verbal and written communicator with ability to influence at all levels.
3. Results-focused self-starter and a proficient multi-tasker.
4. A demonstrable commitment to Revitalise's values in all personal and professional behaviours: inclusive, change-maker, caring, joyful, hardworking.
5. Commitment to diversity and inclusion in the delivery of employment.

In addition, the following are required for this role. However, you do not need to address these in your application

- Willingness to work flexibly in response to changing organisational requirements.
- Willingness and ability to travel within the UK from time to time with overnight stays where necessary.

In the interview and selection process, we will be assessing candidates against the following competencies (you do not need to address these in your application form/covering letter).



COMPETENCY	PRIMARY INDICATORS
Improving and Innovating	<ul style="list-style-type: none"> • Is service user/guest and customer focused • Is open to new ideas, continuous improvement and change • Handles situations and problems with innovation and creativity • Shows commercial and financial awareness
Interacting and Influencing	<ul style="list-style-type: none"> • Demonstrates values-driven behaviours at all times • Shows self-awareness • Works well with other people • Collaborates and networks effectively internally and externally • Shows sound communication and influencing skills
Understanding and Doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements • Able to think strategically • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role • Has good writing skills at the level required for the job • Plans, organises and manages time well • Demonstrates compliance and accountability
Involving and Including	<ul style="list-style-type: none"> • Builds stakeholder involvement into all activities • Aware of own level of cultural competence and proactively seeks to develop • Actively promotes equality, diversity and inclusion among colleagues and service users/guests.
Managing and Empowering (for managers)	<ul style="list-style-type: none"> • Builds a high performing team • Provides colleagues with clear direction and support • Motivates, supports, enables and promotes the wellbeing of their team • Manages the operational aspects of their function efficiently • Implements plans, strategies and implements services effectively • Actively contributes to service growth



To apply

Please contact Louise Ranger by emailing lranger@revitalise.org.uk. The closing date for this role is 31st December 2021.