



JOB DESCRIPTION / ROLE PROFILE

JOB TITLE: Santa’s Lapland Representative	DATE: April 2017
REPORTS TO: Santa’s Lapland Representative Manager	DIRECT REPORTS: n/a
DEPARTMENT: Overseas – Santa’s Lapland	INCUMBENT: Seasonal Placement
<p>COMPANY BACKGROUND</p> <p>Hotelplan UK, based in Godalming, which includes Inghams, Ski Total, Esprit, Santa’s Lapland, Inntravel (York), Explore (Farnborough) and Regal Dive (Ely). Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.</p>	
<p>PURPOSE STATEMENT</p> <p>As a Santa’s Lapland Representative, You will take responsibility for all aspects of the guests needs within the Santa’s Lapland Program. You will take full responsibility for the smooth and efficient arrival and departure of our guests into their accommodation, deliver welcome talks including promoting optional extra activities and dealing with guest complaints and queries where needed.</p> <p>This pivotal role requires a determined and enthusiastic mind-set of personal ‘ownership’ of the Santa’s Lapland Program; in short, an approach to all parts of the program which says “If it’s to do with Santa’s Lapland, I am responsible for getting it right.”</p> <p>The successful candidate will have a good knowledge of the Santa’s Lapland Program, the travel industry and the key attributes that make a suitable Santa’s Lapland staff member.</p>	
<p>MAIN RESPONSIBILITIES</p> <ul style="list-style-type: none"> ▪ Smooth and efficient running of the Representative duties, Including but not limited to selling optional adventures, welcome meetings, Gala Dinners and complaint handling. ▪ Ensure a seamless end to end complete Santa’s Lapland guest experience. Every aspect of our short breaks must be delivered to a high and efficient standard to promote a positive experience with Santa’s Lapland. ▪ Contribute to the development and innovation of existing and new ideas, constantly striving as part of the team to keep Santa’s Lapland "fresh" and abreast of ever changing market trends. ▪ Regular visits to Hoteliers to establish personal & positive connections, and promote the benefits of working with Hotelplan Ltd and the Santa’s Lapland product. 	
<p>KEY TASKS INCLUDE -</p> <ul style="list-style-type: none"> ▪ Attending training, to be confident and competent in your Job role. ▪ Create an environment of credibility, respect, pride and camaraderie in the team, where the overseas team, and UK staff on visits, enjoy and trust the people they work with, and have pride in what they do. ▪ Complaint handling, to support the team with guest complaints and deal with the situation in accordance to our booking conditions and in a way that can (if possible) benefit both the company’s reputation and the guests stay. ▪ Clear understanding of our Website, to ensure you have all the knowledge required to facilitate the guest experience and manage expectation of our guests when they have questions and queries. ▪ Proactive and engaged member of Santa’s Lapland Team, supporting the Santa’s Lapland Representative Manager to drive a positive and efficient operation of the Santa’s Lapland program ▪ Drive sales Targets, actively promote optional extra activities and explain the benefits they provide to our guests holiday 	

- **Gala Dinner**, attend and deliver a fun and exciting gala dinner to our guests on their final night with us.

KNOWLEDGE, SKILLS & EXPERIENCE

- Excellent organisational and planning skills
- Goal orientated approach, and ability to drive results
- Highly numerate and detail orientated, with strong analytical skills, particularly around customer and sales data, with ability to turn information into insight
- Good communication skills
- Effective influencing skills
- Good Excel skills
- Team-player, with ability to build and maintain strong, trusting, working relationships
- Flexible 'can do' attitude, and sense of urgency, ability to thrive in a fast paced work environment

QUALIFICATIONS & BACKGROUND

- Detailed experience in Representative duties (essential)
- Passionate about travel and delivering a high level of customer experience
- Background gained in small to medium-sized travel business – dynamic, rather than corporate
- Some familiarity with Hotelplan UK products and services would be an advantage.
- A Strong Microsoft office ability
- Good facilitator of cross-functional activity that requires interaction with UK Head Office, suppliers and other operational functions.
- Genuine enthusiasm for the Santa Claus story.

KEY COMPETENCIES

- Sales
- Communication
- Administration skills
- Building Trust
- Flexibility

WORKING RELATIONSHIPS (internal, external, cross-functional, direct reports)

The role means '*flying the flag*' for Santa's Lapland overseas, promoting us as the UK operator of choice for holidays and employment opportunities, with the longest partnerships, best reputation, and broadest winter portfolio of any UK operator.

Key relationships include

- Overseas team
- Santa's Lapland Representative Manager
- Santa's Lapland Assistant Resort Manager
- Health & Safety
- Other cross functional relationships within the business
- Externally, with colleges and other suppliers

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.