



JOB DESCRIPTION / ROLE PROFILE

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| JOB TITLE: Santa's Lapland Elf | DATE: April 2017 |
| REPORTS TO: Santa's Lapland Elf Team Leader | DIRECT REPORTS: 0 |
| 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 Elf, You will be responsible for a variety of aspects of family's visits to Santa and ensure all our guests receive the complete Lapland experience.</p> <p>This pivotal role requires a determined and enthusiastic mind-set and a willingness to ensure every guest receives a fantastic experience with us. You will be seen only in the capacity of an Elf character by our guests and must maintain the Santa story at all times.</p> <p>The successful candidate will have a true love for Christmas and the Santa story as well as a very clear understanding of the importance of teamwork and festive cheers all day every day.</p> | |
| <p>MAIN RESPONSIBILITIES</p> <ul style="list-style-type: none"> ▪ Deliver the smooth and efficient running of all Elf Duties, Elves have a number of vital roles to play from greeting and taking families to see Santa, wrapping present and Airport duties. ▪ Ensure all letters are delivered to Santa, supporting Santa to understand the literature of all letters ▪ 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. ▪ Maintain the traditional Santa story at all times, ensuring that you are only seen by guests in character and not in any other capacity | |
| <p>KEY TASKS INCLUDE -</p> <ul style="list-style-type: none"> ▪ 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. ▪ Preparing and distributing presents, every child receives a present from their visit to Santa ▪ Adhere to the Santa Story, ensure all staff are committed to the traditional Santa story at all times. ▪ Proactive and engaged member of Santa's Lapland Team, Drive a Positive and efficient operation of the Santa's Lapland program | |
| <p>KNOWLEDGE, SKILLS & EXPERIENCE</p> <ul style="list-style-type: none"> ▪ Excellent organisational and planning skills ▪ Goal orientated approach, and ability to drive results ▪ 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

- A Performance or Dance background is desirable
- Understanding of Character work
- Passionate about travel and delivering high level of customer experience
- Genuine enthusiasm for the Santa Claus story.

KEY COMPETENCIES

- Communication
- 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 Assistant Resort Manager
- Guest Services
- 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.