

# POSITION DESCRIPTION

## WEST BEACH PARKS

### Position Description

## RESERVATIONS SALES AGENT

### POSITION

<b>Position Title:</b>	Reservation Sales Agent
<b>Department:</b>	Sales and Marketing
<b>Responsible To:</b>	Reservations and Revenue Manager
<b>Classification Level:</b>	3

### POSITION PURPOSE

<b>Primary Purpose of Role:</b>	The Reservations Sales Agents are responsible for actively converting all enquiries into confirmed sales, whilst providing an exceptional and personalised experience to guests. The agent's demeanour should reflect the West Beach Parks brand to our potential guests and callers as they are often the first line of enquiry for all reservations within the precinct.
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## ABOUT WEST BEACH PARKS

### Our Vision:

To be Australia's favourite Tourism, Sport and Leisure destination for everyone

### Our Purpose:

To care for and enhance West Beach Parks for current and future generations

### Strategic Priorities:



**Our Destination:** *We will continue to drive the evolution of West Beach Parks for the benefit and enjoyment of everyone*



**Our Community:** *We will build and preserve genuine relationships within our Community, and continue to create inclusive environments for everyone*



**Our Environment:** *We will ensure that environmental sustainability is at the heart of everything we do*



#### Our People, Our Business

*We will invest in our people and our business, and ensure long-term financial sustainability*

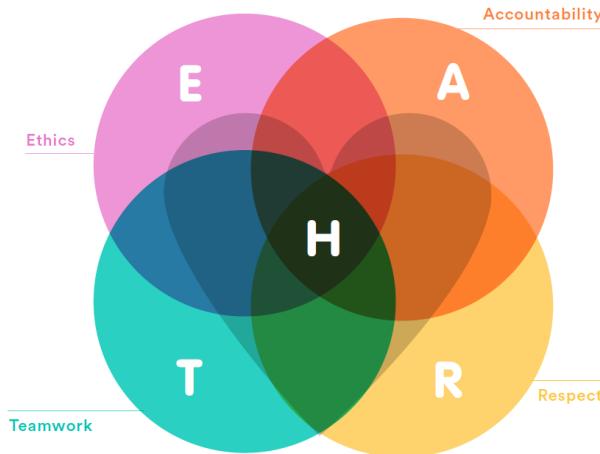


## Our Values

# HEART

[H]EART is the collection of our Values: Ethics, Accountability, Respect and Teamwork that we are proud to live by everyday.

This HEART framework describes our way of operating, our actions, the pulse of our organisation.



### ETHICS

*We do the right thing*

To demonstrate Ethics, I

- Do what I say
- Value what we stand for
- Do the right thing
- Act consistently and with integrity
- Care and follow the rules

### ACCOUNTABILITY

*We own our actions and behave responsibly*

To demonstrate Accountability, I

- Learn from my mistakes
- Use my skills to do my job
- Am proud of what I do
- Own the decisions I make
- Deliver on my promises

### RESPECT

*For our visitors, each other and our environment*

To demonstrate Respect, I

- Appreciate the differences in our teams
- Help visitors and our team
- Look after and protect the environment
- Listen to what others have to say
- Am polite and kind to others

### TEAMWORK

*We work together to create and deliver a great visitor experience*

To demonstrate Teamwork, I

- Contribute my best
- Work for our common goals
- Am open and supportive of others
- Recognise others for their work
- Share and celebrate success



## POSITION KEY RESULT AREAS

Key Result Areas	Responsibilities	Measures
<b>Reservation Sales</b>	<ul style="list-style-type: none"><li>▪ Process all reservation requests, changes and cancellations received by telephone, mail or online.</li><li>▪ Respond to a high volume of calls and emails while maintaining a rapid response rate, and with an appropriate level of efficiency and sales technique.</li><li>▪ Take every opportunity to be a “salesperson” by active selling of special promotions and upgrades and facilities (Golf and Food and Beverage) available within the precinct to guests.</li><li>▪ Keep up to date with precinct facilities and amenities, ensuring accommodation product benefits are communicated to the guest at the time of reservation.</li><li>▪ When processing a reservation via telephone:<ol style="list-style-type: none"><li>1. Identify guest reservation needs and determine appropriate accommodation type,</li><li>2. Verify availability of accommodation type and rate,</li><li>3. Explain guarantee, special rates, and cancellation policies to callers, and</li><li>4. Proficiently answer questions in relation to the accommodation facilities and services and accommodation types.</li></ol></li><li>▪ Take personal responsibility to ensure that all enquiries are addressed as a matter of priority.</li><li>▪ Ensure that all client bookings are accurately entered into the property management system (computerised booking system) by following correct procedure.</li><li>▪ Ensure deposits and Terms and Conditions are managed as per policy and procedure.</li><li>▪ Ensure all financial processing, including payments and reconciliations, are completed accurately and on time as per policy and procedure.</li></ul>	<ul style="list-style-type: none"><li>▪ Telephone sales revenue targets are achieved.</li><li>▪ Conversion rates of 75% achieved.</li><li>▪ All telephone calls answered within 3 rings.</li><li>▪ Demonstrate clear and professional communication both written and verbal.</li><li>▪ Booking accuracy.</li></ul>
<b>Customer Service</b>	<ul style="list-style-type: none"><li>▪ Maintain a high standard of customer service through handling all customers in a courteous, friendly and helpful manner.</li><li>▪ Seek to consistently exceed customer expectations.</li><li>▪ Ensure that all callers' needs are met by providing accurate and relevant information. And effectively match accommodation to guests needs.</li><li>▪ Develop and maintain a high level of product knowledge of the entire WBP precinct (Cabins/shacks, facilities, local area and current promotions) to maximise sales conversion.</li></ul>	<ul style="list-style-type: none"><li>▪ Customer satisfaction levels are consistently high as provided through feedback.</li><li>▪ Demonstrates efficient and professional service to all guests.</li></ul>



Key Result Areas	Responsibilities	Measures
<b>Administration</b>	<ul style="list-style-type: none"> <li>▪ Take reasonable care for own health and safety and that of others whilst at work.</li> <li>▪ Promote health and safety awareness by setting a good example.</li> <li>▪ Comply with all WBP WHS policies, procedures, work instructions, guidelines etc.</li> <li>▪ Comply with all reasonable instructions issued by your Supervisor and WBP to protect your own personal health and safety and that of others.</li> <li>▪ Not perform any procedure or task unless you have received appropriate training and instruction.</li> <li>▪ Use safety devices and protective equipment correctly and in accordance with procedures/work instructions.</li> <li>▪ Report potential and actual hazards.</li> <li>▪ Report any near miss, accident or injury you sustain at work or outside of work.</li> <li>▪ Keep work areas in a safe condition, ensure good housekeeping and safe access and egress.</li> <li>▪ Participate in consultation regarding WHS.</li> <li>▪ Complete all required WHS training.</li> </ul>	<ul style="list-style-type: none"> <li>▪ All calls coded accurately</li> <li>▪ Demonstrated ability to conduct administrative tasks</li> <li>▪ Effective use of task facility in PMS</li> </ul>
<b>Work Health and Safety</b>	<ul style="list-style-type: none"> <li>▪ Take reasonable care for own health and safety and that of others whilst at work.</li> <li>▪ Promote health and safety awareness by setting a good example.</li> <li>▪ Comply with all WBP WHS policies, procedures, work instructions, guidelines etc.</li> <li>▪ Comply with all reasonable instructions issued by your Supervisor and WBP to protect your own personal health and safety and that of others.</li> <li>▪ Not perform any procedure or task unless you have received appropriate training and instruction.</li> <li>▪ Use safety devices and protective equipment correctly and in accordance with procedures/work instructions.</li> <li>▪ Report potential and actual hazards.</li> <li>▪ Report any near miss, accident or injury you sustain at work or outside of work.</li> <li>▪ Keep work areas in a safe condition, ensure good housekeeping and safe access and egress.</li> <li>▪ Participate in consultation regarding WHS.</li> <li>▪ Complete all required WHS training.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Demonstrates safe work practices.</li> <li>▪ Policies, procedures and work instructions compliance.</li> <li>▪ All WHS training completed by the required deadline.</li> <li>▪ Correct use of all safety devices and protective equipment.</li> <li>▪ Correct reporting system is used to report potential and actual hazards.</li> <li>▪ Correct reporting system is used to report any near miss, accident or injury sustained at work or outside of work.</li> <li>▪ Participates in keeping work areas in a safe condition, good housekeeping and safe access and egress.</li> </ul>



## POSITION COMPETENCY

Area	Measures
<b>Customer Experience</b>	I demonstrate the ability to communicate in a customer focused manner, understand the customers' needs, and ensure they are met in line with WBP Customer Experience (CX) Promise: <ul style="list-style-type: none"><li>- Honest, reliable and authentic.</li><li>- People are not numbers.</li><li>- Listen and act.</li><li>- Go above and beyond.</li><li>- Make it easy.</li><li>- Communicate, communicate, communicate.</li></ul>
<b>Achievement Orientation</b>	I enjoy achieving required results for all tasks. I approach new challenges with a confident "can do" attitude. I guide my own actions and approaches to task achievement. I show pride when standards are met. I prioritise and adhere to agreed timings.
<b>Continuous Improvement</b>	I demonstrate the ability to maintain effective processes and systems with a commitment to continuous improvement.

## POSITION SELECTION CRITERIA

Candidates should ensure that their application clearly demonstrates their ability to meet the Essential Criteria detailed below:

Type	Description	Criteria
<b>Qualifications:</b>	<ul style="list-style-type: none"><li>▪ Completion of Year 12 or Certificate II, typically with at least 2 years' subsequent relevant work experience.</li><li>▪ Current Driver's Licence.</li><li>▪ Current Police Clearance.</li></ul>	Essential



Type	Description	Criteria
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum 1-2 years reservations sales experience in a hospitality environment.</li> <li>▪ Experience in working with sales targets and measurable KPI's.</li> <li>▪ Experience with computerised property management systems.</li> <li>▪ Experience operating a switchboard with a large volume of incoming calls.</li> <li>▪ Experience with inventory allocation and rate setting in On-Line Travel Agents and Channel Managers.</li> <li>▪ Hotel environment exposure.</li> </ul>	<p>Essential</p> <p>Desirable</p>
<b>Skills &amp; Knowledge:</b>	<ul style="list-style-type: none"> <li>▪ Capable of converting business and up-selling.</li> <li>▪ Ability to demonstrate a generalised understanding of average rate, occupancy, yield management and revenue per available room.</li> <li>▪ Ability to respond to customer enquiries in a courteous and helpful manner under a variety of conditions, e.g. heavy workloads and aggressive clients.</li> <li>▪ Ability to work as part of a team and contribute positively to team effectiveness.</li> <li>▪ Ability to multitask and prioritise accordingly.</li> <li>▪ Ability to accurately communicate information to customers internal and external.</li> <li>▪ Ability to work with minimum supervision.</li> <li>▪ High standards of ethical and professional conduct</li> <li>▪ Highly developed IT skills, including Microsoft Word, Excel, Outlook and database applications.</li> </ul>	<p>Essential</p> <p>Desirable</p>

## POSITION RESOURCES & BUDGET

<b>No. of Staff Reporting to Position:</b>	Nil
<b>Financial Delegation (\$):</b>	Nil
<b>Special Conditions:</b>	<p>A flexible approach to working days and hours will be required as night, and weekend work will be necessary.</p> <p>A uniform will be provided and is to be worn whilst on duty.</p>



## POSITION ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned.

<b>Name:</b>	
<b>Signature:</b>	
<b>Date:</b>	