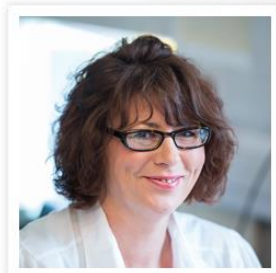




## Homeowner Team Manager



## A little bit about The Original Cottage Company...

Set up by Richard & Lesley Ellis, Norfolk Country Cottages commenced trading in January 1992 from the family kitchen table. Since then, with enthusiastic organic growth and judicious acquisitions, we have grown to be the largest family-owned, independent holiday cottage company in the country, known collectively as The Original Cottage Company (TOCC).

Having our local brands means we can give that local, personal touch to our homeowners and holidaymakers alike. Being part of a bigger family means we can also offer more professional marketing, IT and accounts services than would not be possible with a smaller company. We believe this gives the best of both worlds and is unique in our industry.

Our big competitors think we are crazy for having so many offices, staff and brands and our small competitors dream of having the expertise that we can offer. This is the reason we have grown every year since 1992.

We foster universally high standards and take a strongly ethical approach when dealing with our employees. We believe in playing to people's strengths and are proud of our reputation for flexibility and fairness as an employer, providing a professional, innovative and fun place to work. This is reflected in the fact that many of our employees are long-serving and thus very experienced.

As an award winning employer, we take delight in seeing our employees develop and grow within the business. We are proud to be a true family business with a strong set of values which guide and inform the way we work. We are;

- Family owned
- Reliable
- Innovative
- Fun
- Local
- Honest
- Flexible
- Friendly
- Customer focused
- Progressive



"It's lovely to work for a company where you really feel valued and part of the family. Although we're all dotted around the country, there's a great feeling of closeness and support."

Laura Brench

## Job Description - What's the job all about then?

**Job Title:** Homeowner Team Manager

**Team:** Homeowner Team

**Location:** The position is based at the Marsdens Devon Cottages office in Braunton. The Homeowner Team Manager will frequently be required to travel to visit homeowners and properties and attend other meetings across the Marsdens Devon Cottages territory. Occasional travel to other parts of the UK including the Group Services Office in Reepham, Norfolk, other brands within the group and other destinations may be required.

**Reports to:** The Homeowner Team Manager reports to the South West Regional Manager in the absence of the North Devon Manager.

**Purpose:** The purpose of the Homeowner Team Manager is to manage the Homeowner Team to provide all services required by homeowners and to achieve the best possible booking performance, repeat booking performance, customer feedback and homeowner retention. The Homeowner Team Manager should ensure that properties are presented to the highest standards for guests.

**Liaison and Main Contacts:** Together with the Property Manager, he/she is a first point of contact for homeowners and should build good relationships with homeowners to encourage communication, loyalty and retention. The Homeowner Team Manager works closely with colleagues in the New Business Team, Devon Cottage Care and the Guest Services Team. S/he also works closely with the Quality Assessors to ensure quality and standards are maintained or improved, and assists the North Devon Manager as required.

**Staff Responsibilities:** The Property Manager and Homeowner Services Assistant report to the Homeowner Team Manager.

**Special Features:** Some work outside normal office hours and weekend work may be required. The Homeowner Team Manager may be required to cover for other members of the TOCC team in Devon when they are on leave. The Homeowner Team Manager is also required to provide on-call cover in rotation with managers based in North Devon.

### Key Responsibilities:

#### New Properties

- Set up and monitor progress of new properties.
- The New Business Managers normally conduct the first visit to the property (viewing), write a valuation letter and follow up. Once the property owner has agreed to a Letting agreement, the Homeowner Team Manager or Property Manager takes responsibility for all paperwork. The Homeowner Team Manager or Property Manager then conducts the second property visit, writes copy and organises photographs to be taken of each property for the website, magazine and other advertising purposes.
- Load properties onto the company database (TABS)

- Communicate and inform owner and the Marsdens Devon Cottages team when property is 'live'
- Ensure all property information, legal and company Health and Safety requirements are complete before the property goes live
- Liaise with the Quality Assessor as required

### **Existing Properties**

Apportion the work within the Homeowner Team such that members of the team manage an agreed portfolio of properties

- Liaise with homeowners regarding pricing, encouraging them to price their properties competitively to achieve maximum bookings
- Liaise with homeowners regarding booking performance and marketing and implement changes to maximise income, with the support of the Marketing Manager as required.
- Liaise with homeowners regarding the quality/standards of the property and customer feedback, managing them to ensure that all properties consistently meet the expectations of reasonable customers
- Ensure that communication from owners (including special offers etc.) is visible on Tabs, so the Sales Support Team and Guest Services Team are aware
- Ensure that photography is up to date, good quality and loaded onto Tabs
- Check website, affiliate site and any other descriptions of properties and update as required to ensure accuracy
- Deal with any enquiries from homeowners and reply promptly, or ensure that a colleague has replied promptly if appropriate
- Monitor performance of properties, making suggestions to owners as and where necessary
- Deal with homeowners either in the office or at their accommodation
- Manage the annual pricing and compliance review
- Ensure that all existing properties meet all legal and company Health and Safety requirements.
- Set bookings targets annually and review progress regularly
- Ensure homeowners are paid in full and on time every month

### **Property Recruitment**

- Support the New Business Managers in proactively helping generate prospective owner enquiries through a variety of means including networking, recruitment events and identifying local opportunities
- With the Property Manager, respond to enquiries and progress any property recruitment in the absence of the New Business Managers, or if an enquiry has come in from an existing homeowner

## **People Management**

- Generate a positive, proactive attitude throughout the team and foster positive staff relations, looking for ways to maintain good morale and team-working
- Conduct staff appraisals for the Homeowner Team and to provide ongoing support, monitoring of individual and team performance, coaching and feedback.
- Assist the North Devon Manager and South West Regional Manager in any necessary performance management issues.
- Ensure excellent communication throughout the Homeowner Team, including communicating performance – creating awareness and knowledge throughout the team.

## **Marketing and Administration**

- The Homeowner Team Manager is responsible for the set-up and running of the annual Marsdens Devon Cottages Homeowner Event. The Homeowner Team Manager is also required to attend other events, shows and participate in marketing, PR and promotional events as required.
- Ensure that a homeowner newsletter goes out at least quarterly, in addition to other regular communication to homeowners,

## **Health & Safety**

- Implement the legal obligation to maintain a safe working environment at all times
- Follow the company's procedures, as described in the Health & Safety Policy
- Report anything unsafe to the Health & Safety representative and report accidents, near misses, and so on in the accident book

## **Team**

- Show awareness of the needs of fellow team members and show them courtesy
- Communicate effectively with others in the team
- Work collaboratively with colleagues in order to meet the objectives of the business
- Contribute to team meetings and put forward ideas and feedback in order to improve ways of working

## **General**

- Attend work with a clean and smart appearance, wearing the appropriate attire
- Undertake any other tasks that may be reasonably requested

- Implement the policies and procedures set out in the Staff Handbook and the operating procedures
- Make optimum use of time, to work in an efficient and effective manner and avoid duplication of effort.

The above list of responsibilities and tasks is not exhaustive and the Homeowner Team Manager may be required to do other tasks, be involved in projects or have other responsibilities in support of the aims of the business or the overall purpose of the role.

## Person Specification - Our perfect candidate...

### Experience / Knowledge

Essential	Desirable
<ul style="list-style-type: none"> <li>• At least two years' experience in tourism, property management or a similar type of service industry</li> <li>• At least one year's experience of managing a team</li> <li>• Strong user competence in IT applications – Microsoft Word, Powerpoint, Outlook and Excel</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing relationships with clients</li> </ul>

### Skills

Essential	Desirable
<ul style="list-style-type: none"> <li>• Excellent oral and written English</li> <li>• Organised and methodical with ability to multi-task across several projects</li> <li>• The ability to interpret data and draw the correct inferences from it</li> <li>• Ability to work to tight deadlines</li> <li>• Ability to prioritise and manage time well</li> <li>• Ability to work collaboratively with teams in other locations</li> <li>• Ability to identify opportunities and respond proportionately to them</li> <li>• Ability to change priorities in response to market conditions</li> <li>• Sound judgement and commercial decision-making abilities</li> <li>• Confident negotiating and persuading skills</li> <li>• Full current driving license and the use of a car</li> </ul>	

## Personal Attributes

Essential	Desirable
<ul style="list-style-type: none"> <li>• A positive, can-do, energetic, passionate approach to achieving things</li> <li>• Capacity for innovative and creative thinking</li> <li>• Flexible and adaptable to changing demands and new challenges</li> <li>• A strong teamwork ethic and collaborative working style that will build relationships among colleagues and others</li> <li>• Comfortable taking charge of and delegating to other people and directing their thinking and activities</li> <li>• Able to motivate and influence others in a friendly, helpful, supportive manner but able to be firm if needed</li> <li>• Better than average inter-personal and communication skills and a persuasive, sales-oriented approach</li> <li>• Efficient, organised, a competent administrator and manager of resources</li> <li>• A high level of personal drive and determination to achieve results and job satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Have a sense of fun and the ability to 'lift' your team</li> </ul>

## Qualifications

Essential	Desirable
<ul style="list-style-type: none"> <li>• A good general standard of education, including GCSE English and maths or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• A qualification in a business, tourism or property related discipline</li> </ul>





"It is refreshing and rewarding to be employed by a business which encourages the importance and value of 'local', bringing great support to local businesses and the community."

Sue Lee

## The Nitty Gritty

- We offer attractive working conditions and a very strong team working ethos in which people are encouraged to feel part of "the family".
- The normal hours of work will be 38.75 hours a week, to be worked on days and at times agreed with your line manager.
- A competitive rate of pay is offered, depending on experience.
- 22 days holiday a year (plus bank holidays) and nobody works on their birthday! The longer you work with us then the better holiday and conditions you receive – we value longevity and loyalty.
- We operate a company contributory pension scheme.
- In a steadily growing company such as this, the career opportunities are there for further advancement into any part of the business – promoting from within being a major part of our business philosophy and values.