



Blairs Holiday Parks
Candidate Information Pack
General Manager, Antrim Opportunity

INFORMATION PACK FOR CANDIDATES FOR THE POST OF

Blair's Holiday Park's General Manager, Castlewood Holiday Park. Antrim

Dear Applicant,

Please find enclosed an application pack for the full time post of **Blair's Holiday Park's General Manager, Castlewood Holiday Park** Opportunity which contains the following items:

1. Background of Blair's Holiday Parks & Job Summary
2. Job Description which includes Person Specification, Essential Criteria and Desirable Criteria for the role of Marketing Manager
3. Vacancy Application Form , including Equal Opportunity Monitoring Form
4. General Job Application Guidance Notes

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

1. Your application pack contains information about the organisation, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.
2. You must complete all sections accurately and return them by the date and time indicated. You are also asked to complete a monitoring form (section 10).
3. It is your responsibility to ensure that sufficient information is provided to enable a short listing panel to assess your suitability for this post.

PLEASE SHOW CLEARLY IN YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND ENHANCED CRITERIA.

4. Applications, CVs and attached sheets:
 - Applications can be emailed or printed and posted to arrive by the deadline provided with Monitoring Form posted in a sealed envelope to arrive by the deadline date.
 - Attached CVs **will not** be considered.
 - Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.

5. It is the responsibility of the applicant to ensure that all sections are completed and returned by
5pm Friday 25th November 2023

Please return completed application forms and all necessary documentation to

**Vanessa Elder, Senior Supporting Services Manager, 60 Loguestown Road, Portrush, Co. Antrim,
BT56 8PD**

Or via email to vanessa@blairsholidayparks.com

Your equal opportunities monitoring form (Section 10) must also be completed and returned in a separate envelope.

6. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying

JOB DESCRIPTION & PERSON SPECIFICATION

- POST:** General Manager, Castlewood Holiday Park, Antrim
- LOCATION:** CastleWood Holiday Park, Antrim (as well as supporting other areas of the business)
- TRAVEL:** Travel will be required across all our holiday park locations, including the Portrush Parks and a company vehicle will be provided. Occasionally travel within the UK may be required for business purposes.
- REPORTS TO:** General Manager - Blair's Holiday Parks Group
- RESPONSIBLE TO:** Managing Director
- ACCOUNTABLE TO:** The Board of Directors
- SALARY BAND:** £35,000- £40,000* plus company vehicle (Live onsite option available)

About Blair's & the Role

Looking to step into a career which will be different every day, creating amazing memories at work?!

Then why not consider applying for our Site Manager post at Blair's Holiday Parks - based at our CastleWood Holiday Park, Antrim.

You'll be joining *the* most successful holiday park business in Ireland, proud to deliver 4 * and 5 * self-catering accommodation across 3 holiday parks in Portrush, and more recently our newly developing venture at CastleWood Holiday Park, Antrim.

With 4 Holiday Park locations with 900 privately owned holiday homes to self-catering luxury caravans with spa facilities, as well as touring sites, camping cabins, geo domes and camping sites - this is a role with a little more variety and life to it!

Joining Blair's Holiday Parks means opportunities for career progression and job satisfaction every step of the way! Not only will you be part of a highly motivated and ambitious team which always strives towards surpassing our customer's expectation- you'll enjoy some great work related perks too!

So, if you are hardworking, work well as part of a team, have high attention to detail, relish challenges and finding solutions and would look forward to helping deliver our #happystays ethos - then you're for us!

POST SUMMARY

Reporting to the General Manager - Blair's Holiday Parks Group, you will manage and deliver all site and grounds maintenance activity, have direct responsibility for caravan sales at Castlewood, as well as lead the on-site team, in line with agreed plans, so that we achieve an outstanding environment for our guests, owners and staff teams.

You will also be required to work collaboratively with other key functions at CastleWood Holiday Park to ensure a high level of customer service is delivered. You will be required to oversee and take responsibility for the day-to-day operations of our High Ropes Course, Short Term Rental Cleaning team and customer service team in the absence of respective departmental line managers and/or appropriate front-facing representatives.

This is an extremely important role within our business and the experienced post holder will be responsible for making sure that Castlewood Holiday Park's site, grounds and infrastructure areas are well maintained, so that our guests and owners can enjoy their #happystay comfortably.

You will help your team exceed our guests' expectations with regards to all areas of our parks, external aspects of our buildings and entertainment venues, and site safety.

You will lead a team of general grounds maintenance operatives (full-time, part-time and seasonal), dependant on the need of the holiday parks as well as overseeing other staff as appropriate.

You will manage and motivate your team to deliver on our #happstays ethos and be responsible for maintaining the standards set by the company, complying with all company health and safety & HR policies.

Person Specification

You will be a self-starter and ambitious, with a desire to drive continuous improvement within your areas of responsibility. You will have the ability to work well under pressure and find solutions to challenges. You will possess a high level of organisational skills, have excellent interpersonal and management skills, and have a high attention to detail. You will be responsible for setting the direction of your team's day-to-day summer and winter works programmes, ensuring that they are driven to meeting targets, striving for continuous improvement so that all our guests, visitors and customers have great time with Blair's Holiday Parks.

Experience, Skills and Qualifications

Essential Criteria

- Minimum of 3-5 years' experience and practical hands on work experience history in a similar role
- Minimum 1 years' experience in a sales environment delivering on targets
- Minimum 3 years' experience of team management or in leadership role- experience of training, appraising and developing a team
- Experience of working collaboratively with other core areas of the business to deliver company objectives
- Working knowledge, experience and Understanding of associated site maintenance health and safety policies
- Experience of budgetary control and implementation of cost control measures
- Proven track record of meeting operational targets and key performance indicators (KPI's)
- In possession of full driving licence
- IT and computer literate
- Be flexible, adaptable and motivational
- Have a methodical and organised approach
- Experience in delivering excellent customer service
- Experience of working in holiday park industry or similar sector

Desirable Criteria

- Experience of developing grounds maintenance improvement and quality control plan and procedures
- Experience of managing external supply chain and sub-contractor work specialists -(such as plumbing, electrical, gas engineer)
- Experience of managing and maintaining grounds related machinery and plant, as well as stock control
- Experience and working knowledge of delivering Risk Assessments and safe systems of works for areas of responsibility
- Experience of delivering site safety protocols and procedures
- Experience of matrix management
- Accredited health and safety training qualification of industry health
- Experience of recruitment and selection of staff as well as monitoring staff performance

MAIN DUTIES AND RESPONSIBILITIES

1. Responsible for the planning & delivery of CastleWood Holiday Park's site summer and winter repairs, maintenance and development works programmes.
2. Responsible for day-day smooth operations of Castlewood Holiday Park, Antrim. Ensuring that the management and coordination of all Castlewood Holiday Park's functions exceed our customers' expectations. This will include the delivery of our short-term accommodation- cabins, luxury hire-vans, Tree Top houses, our customer services representatives, as well as our high ropes course experience
3. Responsible for meeting and reporting on the sales target for Castlewood holiday parks.
4. Support Wider Sales Team- to manage the company sales process to achieve company caravan sales targets and associated profit margins
5. Responsible for managing the installation of caravans at CastleWood Holiday Park
6. Responsible for aftersales snagging, warranty and repairs for privately owed caravans located at Castlewood Holiday Park
7. Responsible for planning and delivery of Holiday Park's site safety and security measures
8. Responsible for delivering an outstanding & safe environment for our guests, owners and team.
9. Set and participate in Duty Manger rota to include staying on site in peak periods and 24 hour on call service.
10. Manage all external specialist contractors on site- ie electricians, plumbers, Gas engineers in line with site, grounds maintenance and security requirements.
11. Ensure all works programmes are completed on time withing in budget and with minimal disruption to our guests and owners
12. Procure, manage and maintain all site stock & consumables associated with CastleWood Holiday Park including stock accuracy and stock takes.
13. Manage processes for grass and grounds maintenance of all company's facilities on site and arranging the team duties
14. Establish and maintain quality control records to ensure high level of

customer satisfaction

15. Responsible for identifying and planning all work tasks relating to grounds, security, facilities, stores, sheds, equipment, machinery and plant located at CastleWood Holiday Park
16. Responsible for health and safety procedures and processes for all site, grounds and security related works.
17. Ensure that the customer experience is to the highest standard and effective in promoting and maintaining the company ethos of excellence in customer care.

GENERAL MANAGEMENT/ SUPERVISORY RESPONSIBILITIES:

1. Review individually at least annually the performance of immediately subordinate staff, providing guidance on personal development requirements and advise and initiate where appropriate, further training.
2. Delegate appropriate responsibility and authority to other staff as required consistent with effective decision making, while retaining overall responsibility and accountability for results.
3. Participate in the selection and appointment of staff when required in accordance with relevant employment law procedures.
4. Take such action as may be necessary in disciplinary and grievance matters within the company, in accordance with employment law procedures
5. Assist in the general operational business of the company including the supervision, training and development of staff to ensure a quality service to customers

OTHER DUTIES:

6. Maintain staff relationships and morale among all company staff.
7. Employees of the company are required to promote and support the vision and direction of the Board of Directors at all times.
8. At all times provide a customer focused service and to treat those with whom they come into contact in a courteous and respectful manner.
9. Demonstrate their commitment by their regular attendance and the efficient

completion of all tasks allocated to them.

10. Carry out their duties and responsibilities in compliance with Health and Safety Statutory Regulations.
11. Adhere to Equality and Good Relations duties throughout the course of their employment.
12. Ensure the ongoing confidence of customers in the company commitment to excellent service provision.
13. To assist in the management of customer complaints to a satisfactory resolution for all parties.
14. Maintain high standards of personal accountability.
15. Develop and maintain effective communication networks and working relationships with key personnel, both within and outside the company.
16. Represent the company when required.
17. To provide information and data to the company management as requested.
18. Any other duties as required.
19. Adhere to good data protection governance principles and maintain a high standard of confidentiality regarding all company business

Clause: This job description is not meant to be definitive and may be amended to meet the changing needs of the company.

Blair's Holiday Park Employee Benefits

1. Use of Blair's Holiday Park facilities and activities for friends and family
2. Discounted Rates off holidays across all our sites
3. Discount Rates at our CastleWood Holiday Park Outdoor Pursuits Activities
4. Training and Development Opportunities, as well as team building days and nights out
5. Bonus reward and recognition schemes
6. Refer a friend bonus scheme
7. Pension Scheme

8. Annual Leave entitlement of 28 days
9. Long service awards for permanent members of the team