



East Devon 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 | - Local | - Friendly |
| - Reliable | - Honest | - Customer focused |
| - Innovative | - Flexible | - Progressive |
| - Fun | | |



"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: East Devon Manager

Purpose: The purpose of the East Devon Manager is to manage the operation of the East Devon holiday cottage business, with the overall aim of increasing long-term profitability. This should be achieved through working with the local team to attract guest bookings, repeat bookings and new properties to the portfolio, as well as other business objectives discussed and agreed with the South West Regional Manager. The East Devon Manager will lead, support and encourage the local team and help to develop them to their full potential. The East Devon Manager will also be the local “face of the brand” in East Devon – the key person who is visible and presents at events and is also seen promoting the brand through various media.

Location: The position will be based at our office in Beer, although other offices may open in East Devon in future and the East Devon Manager may be required to based at another office. The East Devon Manager will be required to travel to properties and meetings across East Devon, to shows, exhibitions and other events, to other Original Cottages offices, Group Services and to other locations.

Reports to: The East Devon Manager reports to the South West Regional Manager, or the Sales Director in the absence of the Original Cottages South West Manager.

Staff Responsibilities: All East Devon-based staff of the Original Cottage Company report to the East Devon Manager.

Liaison and Main Contacts: S/he works mainly with team in East Devon, the Marketing Manager, and the Original Cottages South West Manager. The East Devon Manager also works with colleagues across other brands and in Group Services.

Budget Responsibilities: The East Devon Manager will work with the South West Regional Manager to create operational budgets (excluding marketing) for East Devon. The East Devon Manager will then be responsible for spending the agreed budgets to achieve business objectives at the lowest cost, and in line with the agreed strategy. Parts of the budget may delegated as appropriate.

Special Features: Some work outside normal office hours and weekend work may be required, and attendance at shows, events and meetings, sometimes for a number of days, will be required.

Responsibilities and tasks:

Business Performance

- To agree and achieve the following Key Performance Indicators (KPIs) with the South West Regional Manager, including:
 - Volume, value and quality of the property portfolio
 - Number, length and value of bookings
 - Customer service satisfaction levels
 - Expenditure and costs

- To monitor on-going performance, taking any necessary action required to meet business objectives
- Regularly review performance on an on-going and more formal basis with all team members
- Report and discuss with the South West Regional Manager any major issues you feel are likely to significantly affect results

Financial Management

- Provide information to assist the South West Regional Manager in the creation of the East Devon annual budget and discuss issues
- Adhere to the company processes and procedures in relation to pricing, invoicing, bookings, refunds, expenses, cash and accounts and ensure the team do the same

Operations Management

- Lead and support the East Devon team in their roles – ensuring processes, systems and communication are in place to ensure the smooth running of the office.
- Drive property recruitment for East Devon, increasing the volume and value of properties across East Devon whilst maintaining and improving quality
- Provide an excellent service to our existing homeowners to maximise property retention and encourage recommendations
- Provide an excellent service to our holidaymakers before, during and after their holiday
- Make sure that IT and communication systems are well understood by all your team and are utilised fully and effectively
- Embed new (best) practices into day-to-day activities
- Ensure that your local premises/facilities meet the requirements of the business, including décor, cleanliness and safety.

Marketing

- Local competitor intelligence gathering
- Suggesting marketing activity to the Marketing Manager which is appropriate and effective
- Generating and carrying out local sales/marketing initiatives
- Ensuring we achieve maximum visibility locally through involvement in local PR activities and community/partnership working
- Attendance at shows and events, presenting to audiences when required
- Generating and sharing ideas to enhance the profile of our business in East Devon and its offerings to guests and homeowners

People Management

- Recruit and select staff with the South West Regional Manager, ensuring that Original Cottages induction processes are carried out
- Act as the first line of contact for any grievance or disciplinary issues
- Carry out regular appraisals and reviews of your team and act on any findings. Fulfil the training and development plans agreed for your team, personally acting as coach and supporting where necessary

Working Relationships

- Pro-actively foster good working relationships with the South West Regional Manager, Group Services and other Original Cottages teams/local brands and be open minded about and receptive to cross-brand and Original Cottages initiatives
- Be the local 'face' of Original Cottages at local events and in community or partnership working
- Motivate your team and foster close team-working across East Devon

Health & Safety

- Ensure that our East Devon business meets company and legal requirements in respect of health and safety, as advised by Group Services
- 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 East Devon 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">• At least five years' experience in tourism, sales or property management within a similar type of service industry• At least two years' experience of managing a team• Strong user competence in IT applications – Microsoft Word, Powerpoint, Outlook and Excel	<ul style="list-style-type: none">• Experience of setting and managing budgets• Experience of presenting to audiences at shows or events

Skills

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

Qualifications

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

Personal Attributes

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



"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 37.5 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.
- A company car will be offered on successful completion of the probationary period.
- 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.