



**JOB DESCRIPTION / ROLE PROFILE**

<b>JOB TITLE:</b> Santa’s Lapland Arctic Circle Centre Leader	<b>DATE:</b> April 2017
<b>REPORTS TO:</b> Santa’s Lapland Arctic Circle Centre Manager	<b>DIRECT REPORTS:</b> 40
<b>DEPARTMENT:</b> Overseas – Santa’s Lapland	<b>INCUMBENT:</b> Seasonal Placement
<p><b>COMPANY BACKGROUND</b></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><b>PURPOSE STATEMENT</b></p> <p>As Santa’s Lapland Arctic Circle Centre Leader, You will take full responsibility for one of our two sites. Combined together these two areas are named ‘The Arctic Circle Centre’</p> <p>This pivotal role requires a determined and enthusiastic mind-set of personal ‘ownership’ of the Arctic Circle Centre; in short, an approach to all parts of the program which says “If it’s to do with Santa’s Lapland, I am responsible for getting it right.”</p> <p>The successful candidate will have a good knowledge of the Santa’s Lapland Program, the travel industry and the key attributes that make a suitable Santa’s Lapland staff member.</p>	
<p><b>MAIN RESPONSIBILITIES</b></p> <ul style="list-style-type: none"> <li>▪ <b>Oversee the smooth and efficient running of the Arctic Circle Centre,</b> Each site will have very unique activities and facilities to ensure we deliver the complete Lapland experience to our guests.</li> <li>▪ <b>Management and supervision of the Santa’s Lapland overseas team.</b> Including managing the expectations of the staff team and insuring all staff members are performing their tasks to the high standard we need and expect.</li> <li>▪ <b>Ensure a seamless end to end complete Santa’s Lapland guest experience.</b> Every aspect of our Search for Santa day must be delivered to a high and efficient standard to promote a positive experience with Santa’s Lapland.</li> <li>▪ <b>Contribute to the development and innovation</b> of existing and new ideas, constantly striving as part of the team to keep Santa’s Lapland "fresh" and abreast of ever changing market trends.</li> </ul>	
<p><b>KEY TASKS INCLUDE -</b></p> <p><b>Management &amp; Supervision of staff</b></p> <ul style="list-style-type: none"> <li>▪ <b>Deliver training</b> with the Arctic Circle Centre Manager of the Santa’s Lapland Team on the overseas training course.</li> <li>▪ <b>Create an environment of credibility, respect, pride and camaraderie</b> 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.</li> <li>▪ <b>Staff Welfare,</b> Keeping the Resort manager updated on any welfare issues highlighted to you and action any improvements that can be made.</li> </ul> <p><b>Guest Experience</b></p> <ul style="list-style-type: none"> <li>▪ <b>Liaison with Guests,</b> getting direct first hand feedback from guests about their experience at the Arctic Circle Centre</li> <li>▪ <b>Liaison with Suppliers,</b> to ensure any changes to procedure are relevant and that it does not compromise what we offer to our guests.</li> </ul>	

<p><b>Management</b></p> <ul style="list-style-type: none"> <li>▪ <b>Proactive and engaged member of Santa’s Lapland Team</b>, supporting the Santa’s Lapland Resort Manager to drive a Positive and efficient operation of the Santa’s Lapland program</li> <li>▪ <b>Provide accurate and meaningful data to the Santa’s Lapland Resort Manager</b>, related issues to support business decisions and development.</li> </ul>
<p><b>KNOWLEDGE, SKILLS &amp; EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>▪ Strong commercial acumen, with excellent organisational and planning skills</li> <li>▪ Goal orientated approach, and ability to drive results</li> <li>▪ Highly numerate and detail orientated, with strong analytical skills, particularly around customer and sales data, with ability to turn information into insight</li> <li>▪ Good communication skills</li> <li>▪ Effective influencing skills</li> <li>▪ Good Excel skills</li> <li>▪ Team-player, with ability to build and maintain strong, trusting, working relationships</li> <li>▪ Flexible ‘can do’ attitude, and sense of urgency, ability to thrive in a fast paced work environment</li> </ul>
<p><b>QUALIFICATIONS &amp; BACKGROUND</b></p> <ul style="list-style-type: none"> <li>▪ Detailed experience in Logistical responsibilities and Guest services. Desirably in the tour operator industry</li> <li>▪ Passionate about travel and delivering high level of customer experience</li> <li>▪ Background gained in small to medium-sized travel business – dynamic, rather than corporate</li> <li>▪ Some familiarity with Hotelplan UK products and services would be an advantage, and Office software (desirable).</li> <li>▪ Good facilitator of cross-functional activity that requires interaction with UK Head Office, suppliers and other operational functions.</li> <li>▪ Genuine enthusiasm for the Santa Claus story.</li> <li>▪ Full Clean Driving License for a minimum of 3 years</li> </ul>
<p><b>KEY COMPETENCIES</b></p> <ul style="list-style-type: none"> <li>▪ Staff Management</li> <li>▪ Communication</li> <li>▪ Logistical Programming</li> <li>▪ Building Trust</li> <li>▪ Flexibility</li> </ul>
<p><b>WORKING RELATIONSHIPS (internal, external, cross-functional, direct reports)</b></p> <p>The role means ‘<i>flying the flag</i>’ 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.</p> <p>Key relationships include</p> <ul style="list-style-type: none"> <li>▪ Overseas team</li> <li>▪ Santa’s Lapland Resort Manager</li> <li>▪ Guest Services</li> <li>▪ Health &amp; Safety</li> <li>▪ Other cross functional relationships within the business</li> <li>▪ Externally, with colleges and other suppliers</li> </ul>

*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.*