



JOB DESCRIPTION / ROLE PROFILE

JOB TITLE: Santa's Lapland Aurora Representative	DATE: May 2018
REPORTS TO: Santa's Lapland Aurora Manager	DIRECT REPORTS: 0
DEPARTMENT: Overseas – Santa's Lapland	INCUMBENT: Seasonal Placement
COMPANY BACKGROUND 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.	
PURPOSE STATEMENT As a Santa's Lapland Aurora Representative, you will take responsibility for all aspects of the guests needs within the Santa's Lapland Aurora Program. You will take full responsibility for the smooth and efficient arrival and departure of our guests into their accommodation, accompany the guests to/from the airport, deliver welcome talks including promoting optional extra activities and dealing with guest complaints and queries where needed. This position will also involve leading songs & games with the families to give them the complete Lapland Experience from the moment they arrive. This pivotal role requires a determined and enthusiastic mind-set of personal 'ownership' of the Santa's Lapland Aurora Program; 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." The successful candidate will have a good knowledge of the Santa's Lapland Aurora Program, the travel industry and the key attributes that make a suitable Santa's Lapland staff member.	
MAIN RESPONSIBILITIES <ul style="list-style-type: none">• Smooth and efficient running of the Representative duties, Including but not limited to selling optional adventures, welcome meetings, and complaint handling.• Ensure a seamless end to end complete Santa's Lapland guest experience. Every aspect of our short breaks must be delivered to a high and efficient standard to promote a positive experience with Santa's Lapland.• Contribute to the development and innovation 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.• Regular visits to Hoteliers to establish personal & positive connections, and promote the benefits of working with Hotelplan Ltd and the Santa's Lapland product.• Songs and games, you will be expected to sing Christmas songs and play Christmas games with families at every opportunity to keep the Christmas spirit throughout the whole holiday.	
KEY TASKS INCLUDE – <ul style="list-style-type: none">• Attending training, to be confident and competent in your Job role.• Create an environment of credibility, respect, pride and camaraderie 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.	

- **Complaint handling**, to support the team with guest complaints and deal with the situation in accordance to our booking conditions and in a way that can (if possible) benefit both the company's reputation and the guests stay.
- **Clear understanding of our website/brochure**, to ensure you have all the knowledge required to facilitate the guest experience and manage expectation of our guests when they have questions and queries.
- **Proactive and engaged member of Santa's Lapland Team**, supporting the Santa's Lapland Aurora Manager to drive a positive and efficient operation of the Santa's Lapland Aurora program.
- **Drive sales & feedback targets**, actively promote optional extra activities and explain the benefits they provide to our guests holiday.

KNOWLEDGE, SKILLS & EXPERIENCE

- Excellent organisational and time management skills
- Goal orientated approach, and ability to drive results
- Good communication skills
- Effective influencing skills
- Excellent knowledge of Christmas songs and games
- Team-player, with ability to build and maintain strong, trusting, working relationships
- Flexible 'can do' attitude, and sense of urgency, ability to thrive in a fast paced work environment

QUALIFICATIONS & BACKGROUND

- Background working with children/entertainment essential
- Passionate about travel and delivering high level of customer experience
- Some familiarity with Hotelplan UK products and services would be an advantage
- Genuine enthusiasm for the Santa Claus story.
- Public speaking experience

KEY COMPETENCIES

- Enthusiasm
- Communication skills
- Timekeeping
- Building Trust
- Flexibility

WORKING RELATIONSHIPS (internal, external, cross-functional, direct reports)

The role means 'flying the flag' 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.

Key relationships include

- Overseas team
- Santa's Lapland Management Team
- Local Suppliers
- Work colleges

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.