



Job Description

Name:

Date Joined:

Date Appointed to this Position:

Company Vision: To be the benchmark within our industry for ease of access and hassle-free experience, innovation and best practice". Achieving this through a happy team, happy customers, happy suppliers and a happy company.

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Job Title: Boat Club Assistant Manager

Location: Trafalgar Wharf

Reports to: Boat Club Manager

Job Description prepared by: Steve Rodwell

Dated: Nov 2021

Job Description agreed by: Dave Potter

Dated:

JOB PURPOSE:

To work with the Boat Club Manager to deliver on the day to day functioning of Boat Club Trafalgar which is part of The Trafalgar Group. The role is varied and includes a wide range of administrative, financial, sales, boat management and managerial tasks related to the efficient, safe and customer friendly operation of Boat Club Trafalgar.

To represent the Company's interests and be an ambassador for The Trafalgar Group within the marine industry and its suppliers and all other related organizations or bodies.

PRIME TASKS AND RESPONSIBILITIES:

Operational:

To actively meet and greet everyone with a smile and "hello" both on the pontoons and in and around the site, to listen to their comments and actively respond to give the highest standards of service.

Assist with leading Solent experience trips and guided fishing trips – Subject to qualification. Deliver events in an engaging, informative, and warm and friendly manner.

A Proficient boater, comfortable manoeuvring boats on pontoons as well as being proficient and safe in effectively fuelling boats from the fuel pontoon.

A basic understanding of boat mechanics & maintenance (preferred but not essential)

Sales & Customer:

Having a warm & friendly demeanour with our members on site. Engage in conversation, listen, and take a real interest in their experiences. Offer advice, share your knowledge and act upon feedback.

Engaging with potential customer leads, classifying leads as Hot, Warm or Cold. Utilisation of CRM to ensure customer data is up to date and all leads are managed in a timely fashion.

Answering phone, taking enquiries, and following up sales calls whilst keeping the CRM system fully up to date.

Have a welcoming and engaging style when meeting with potential new members. Explaining the features and benefits of Trafalgar Wharf, our location and the Boat Club itself.

Identify member boat usage to identify potential churn and then pro-actively engage with our members to identify their needs, enhance their experience and aid retention.

Boat management

Administration of daily boat operations to include the booking process, ensuring boats are cleaned, fuelled & checked and prepared to the highest standards for customer arrival. To openly engage with our customers on departure and return.

Responsible for the management of our fleet of boats through our boat booking system to include maintenance, 20-hour checks, servicing, monthly boat cleans & annual inspections with current service providers.

Administration:

Responsible for booking & coordinating Power Boat & Induction courses for new members and the booking of instructors.

Assist with organising social events, boat club events, guided boat trips, boat shows, taster days.

Planning Guided trips & updating the website, engaging with customers both via phone and via email.

Actively seeking opportunities to capture moments that could benefit our social media channels.

Preparing new member contracts – adding details to CRM, prepare contract, open account & adding member details to sage.

Ensuring that new members are properly processed through the Boat cloud booking app, administering and liaising with members to communicate login details & explaining functionality.

Renewing member contracts – preparing new contract and emailing member, follow up with member to send back signed contract.

Preparing/planning Staff rota – checking time sheets and update on Rota Cloud (Weekly & monthly)

Responsible for ensuring that fuel usage is managed and recorded in a timely fashion. Ensuring that fuel billing is processed efficiently on the CRM immediately on a member's return to include invoicing and monitoring of on time payments.

Financial:

Responsible for reconciling receipts/payments (weekly).

Reviewing monthly member Invoice spreadsheet.

Dealing with member enquiries on payments/billing, following up members who have cancelled DD forms.

Responsible for raising invoices on SAGE, taking payments either through the CRM system or PDQ machine.

Ensuring that Sailing school invoicing is processed in a timely and accurate fashion plus other general Ad Hoc invoicing.

Ensuring that the onboarding of members is seamless and efficient and that all paperwork and training / induction days are completed in a timely fashion. Prepare damage deposit invoice, take damage deposit payment, post welcome pack.

Additional:

To be smart and presentable at all times.

To be flexible in terms of the working week. Covering for boat club on weekends & Public Holidays when necessary. You would be expected to work at least two weekends a month which would increase during the high season and peak times (Easter and summer holidays and bank holiday weekends.) To attend social events in the evenings.

To ensure that all complaints are dealt with quickly and efficiently and always with a 'Can do' attitude.

To comply with the company's Health and Safety policy and that of the Health and Safety Executive. Promoting safe boating with members and other customers on site.

Carry out any other duties reasonably required by the management team.

To be a key holder if required.

Any other duties required by the Management team.