

Headline Details for This Role

Key Role Profile Details		Role Line Management Responsibilities
Name		Holiday Reception Manager
Title	Park Leisure and Guest Experience Manager	Arcade Manager
Level	Senior Leadership Team - Management	Maintenance Manager
Reports To	Vikki and Rob Braddick	Marketing (Dotted Line)
Department	Holiday Centre	

Role Purpose	
1	Lead and deliver exceptional guest/customer experiences across all park and leisure facilities including the games arcade/room(s)
2	Leading and robustly managing front-line teams, ensuring high standards of service, professionalism, accountability and for creating a fun, safe, and memorable environment for our guests and customers.
3	Lead and manage the maintenance team to implement preventative maintenance schedules, swiftly addressing day to day faults, and uphold health and safety standards.
4	Accountable for marketing using guest insights/feedback and operational strengths, in order to position the holiday park as a destination of choice.
5	Play a pivotal role in promoting the holiday park's offerings through targeted marketing initiatives, developing seasonal campaigns, managing digital and on-site promotional content.

Key Responsibilities	
1	Guest & Customer Experience – ✓ Lead and deliver exceptional guest and customer experiences across all park and leisure facilities, including the games arcade/rooms. ✓ Demonstrate a strong understanding of arcade operations, or show a clear willingness to learn, in order to effectively oversee service delivery, guest engagement, Knowledge of arcade operations, or a demonstrable willingness to learn and quickly adapt to the unique requirements of running a games arcade environment. Operational standards and compliance within the arcade. ✓ Ensure a fun, safe, and memorable environment by setting and maintaining high standards of service and engagement. ✓ Act as a visible presence across the park, resolving guest issues promptly and positively.
2	Team Leadership & Management ✓ Lead, motivate, and robustly manage front-line teams, fostering professionalism, accountability, high performance and a customer first culture. ✓ Lead by example, ensuring individual strengths are effectively utilised, adopting a 10-minute coaching style, ensuring developmental needs are met and performance management is deployed to ensure team member deliver consistent excellent service and business expectations. ✓ Promote teamwork, recognition, and a positive workplace environment.
3	Marketing & Promotion ✓ Use guest insights/feedback and operational strengths to position the holiday park as a destination of choice. ✓ Develop and implement targeted marketing initiatives, including seasonal campaigns and special events/promotions. ✓ Oversee digital content and on-site promotional materials to drive engagement and guest numbers.
4	Maintenance & Safety ✓ Lead and manage the maintenance team to deliver preventative maintenance schedules and respond swiftly to day-to-day faults. ✓ Ensure compliance with all health, safety, and environmental regulations across the park. ✓ Conduct regular audits and inspections to maintain facilities to a high standard ✓ Work in partnership with the owner to oversee refurbishment and replacement of accommodation units, recommending upgrades when necessary and project planning agreed works.
5	Business Contribution

	✓ Monitor performance metrics, guest feedback, and market trends to identify opportunities for growth and improvement. ✓ Collaborate with senior leadership to shape the park's strategic direction and ensure delivery of the business objectives. ✓ Act as an ambassador for the holiday park, maintaining strong relationships with guests, partners, and the local community.
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Additional Leadership Accountabilities	
1	Champion and role-model Braddicks values, fostering an inclusive culture that promotes equality, diversity, and respect and dignity throughout the business.
2	Hold self-accountable for regularly reviewing and enhancing service delivery models to ensure customer and guest outcomes are achieved in line with business priorities and strategic goals.
3	Take responsibility for personal leadership development, while actively investing in the professional growth of teams through coaching, mentoring, and structured development initiatives.
4	Contribute flexibly to operational priorities, undertaking additional leadership responsibilities as required to ensure the smooth and effective operation of the business.

Attribute	Requirements
Core Competency	✓ Demonstrates exceptional communication and organisational capability, with extensive experience in hospitality/leisure. ✓ Confident in leading people, processes, and multi-functional operations to deliver service excellence and organisational performance.
Decision making	✓ Makes sound, timely decisions informed by data, professional judgment, and operational insight. ✓ Escalates and collaborates effectively with peers and executive leadership when strategic input is required.
People leadership	✓ Provides clear strategic direction, sets performance expectations, and holds managers accountable through coaching, feedback, and structured performance processes such as job chats, appraisals and succession planning.
Team and culture	✓ Creates a high-performing, inclusive culture that fosters collaboration, wellbeing, and accountability. ✓ Leads by example, ensuring all colleagues feel valued, engaged, and empowered.
Financial and resource management	✓ Works with the financial controller to budget plan and monitoring, ensuring resources (including staffing, stock, and assets) are deployed effectively and deliver maximum value for the business. ✓ Uses financial insight to support strategic decision-making and sustainable growth.
Organisational skills	✓ Prioritises and allocates resources at a strategic level to meet current operational needs while supporting long-term objectives. ✓ Ensures teams are aligned, efficient, and responsive to changing priorities.
Innovation and continuous improvement	✓ Champions a culture of innovation, encouraging teams to challenge the status quo and deliver improved guest/customer outcomes. ✓ Identifies, evaluates, and implements initiatives that enhance operational excellence and competitive positioning.
Customer/Guest service	✓ Embeds a guest-first ethos across all services, ensuring customer experience is central to decision-making. ✓ Uses insight and feedback to shape long-term strategies that drive loyalty, reputation, and commercial performance.
Leadership Presence and Enthusiasm	✓ Acts as a visible, positive, and solutions-focused leader, inspiring confidence in colleagues and stakeholders. ✓ Advocates for the business, promoting its values, offerings, and reputation at every opportunity.
Technology and data competency	✓ Leverages key hospitality systems such as RMS Cloud Reservations, feedback platforms to generate insights that inform decision making, optimise service delivery, and enhance guest/customer outcomes.
Communication	✓ Promotes clear, transparent, and engaging communication across the organisation.

	✓ Ensures teams are consistently informed, aligned, and engaged with the business strategy.
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Qualifications, Experience and Skills	
✓ Level 5 qualification in Hospitality, Leisure, Business, or a related discipline or equivalent industry experience with transferrable skills. ✓ Proven experience in a senior operational management role within hospitality, leisure, tourism, or a comparable customer-focused sector. ✓ Knowledge of arcade operations, or a demonstrable willingness to learn and quickly adapt to the unique requirements of running a games arcade environment. ✓ Strong and demonstrable background in leading and managing teams, driving service excellence, and managing day-to-day operations to a high standard. ✓ Demonstrable experience in managing budgets, resources, and performance targets effectively. ✓ Practical experience of compliance and health & safety responsibilities.	Essential
✓ Further leadership or management training (e.g., ILM Level 5/7 or equivalent). ✓ Professional health & safety qualification (e.g., IOSH Managing Safely, NEBOSH Certificate). ✓ Experience of working within holiday parks and leisure facilities. ✓ Exposure to marketing, guest engagement, or digital content initiatives.	Desirable

This role profile is not intended to be an exhaustive list of duties. The responsibilities may be amended from time to time to meet the changing needs of the business.