



## **JOB DESCRIPTION – OPERATIONS MANAGER**

LOCATION	Gayton and Caravan Parks
REPORTING TO	Managing Director
DIRECT REPORTS	Grounds Foreman, Maintenance Manager, Reception Administrator, After Sales Manager
SALARY	£38,000 per annum

### **About Us**

McDonnell Caravans is all about helping people find their place by the coast in Norfolk. With decades of experience in holiday home sales, our team brings a straightforward, knowledgeable approach and a genuine understanding of what ownership means to our customers - time to unwind, space to reconnect, and the freedom to return whenever you choose.

Care, honesty and attention to detail sit at the heart of everything we do. From first conversations to long after the keys are handed over, we take pride in offering a service that feels open, dependable and personal - the kind our customers return to and recommend.

Today, McDonnell Caravans is part of Holkham, one of the UK's most pioneering and sustainable rural estates. Together, we offer something more than a holiday home. It's a connection to a place shaped by coast, countryside, nature and custodianship. You'll find the same friendly, trusted service our customers have always valued, now supported by the wider Holkham team.

### **Job Purpose**

The Operations Manager is responsible for managing the operations, safety and presentation standards of the grounds, landscaping, facilities, repair and maintenance. There is also an administrative function including budget control and communicating with our holiday homeowners. The role is a key part of the management team, reporting into the Managing Director and working alongside the General Manager and Finance Business Partner.

This role is responsible for leading and managing the After Sales Manager, Maintenance Manager, Grounds Supervisor, Reception Administrator and third-party contractors and organising operational and administrative support to the internal department functions.

The postholder will be required to demonstrate excellent leadership skills, a customer-focused mindset, the ability to handle multiple responsibilities, a keen eye for detail, and a proactive approach to problem-solving. They will display skills in efficient use of resources, meticulous planning and excellent people management skills to ensure that high standards are consistently maintained.

## Key responsibilities

The following is intended to provide guidance as to duties but is not exhaustive:

- **Park Operations:** Oversee the daily operations of the holiday parks, ensuring all facilities, grounds, accommodations, and services are functioning smoothly.
- **Team Management and Leadership:** Lead and manage a diverse team including grounds staff, office-based staff and third-party contractors. Train, coach and motivate the team ensuring they deliver high levels of service in line with McDonnell Caravans standards.
- **Customer Experience:** Lead the team in maintaining high standards of customer satisfaction by supporting internal departments in resolving customer issues while ensuring a welcoming and enjoyable environment.
- **Park Development:** Play an active role in park development planning and execution, sharing responsibility with the management team and leading specific projects as required.
- **Health and Safety Compliance:** Support the Maintenance Manager to ensure the parks adhere to health and safety regulations, including regular inspections, risk assessments, and incident reporting.
- **Maintenance Oversight:** Manage ongoing maintenance of the parks' facilities, public areas, facilities buildings, and grounds to maintain a high standard of presentation.
- **Financial Management:** Assist with budgeting, cost control, and financial reporting, ensuring operational efficiency.
- **Sales Support:** Assist with caravan and lodge sales enquiries, ensuring effective coordination with the sales team.
- **Marketing Support:** Collaborate with the marketing team to promote the parks and their offerings, including special events, promotions, and customer loyalty programs.
- **Equipment and Supplies:** Assist in overseeing supplies, equipment, and materials, ensuring timely orders and cost-effective purchasing.
- **Compliance:** Ensure that the parks operate in line with legal regulations, including health, safety, environmental, and local government requirements.
- **Operational Oversight:** Coordinate with other departments (e.g. housekeeping, caravan sales and maintenance) to ensure smooth daily operations and seamless customer experiences.
- **Complaint Resolution:** Handle customer complaints and feedback professionally and effectively, implementing solutions that enhance customer experience and loyalty.
- **Duty Management:** Deputise for the General Manager as more senior support for the rare but complex situations that arise.
- **Fire/Flood evacuation planning:** Actively operate evacuation/fire drills, reviewing and updating policy and communication (where applicable) to customers.

## Skills and Experience

Strong leadership skills, with a visible, hands-on approach and the ability to lead by example.

- Effective team-management skills, able to foster high levels of teamwork.
- Excellent communication skills.
- Ability to provide exceptional customer service and work confidently with clients at all levels, including those with complex or demanding needs.
- Ability to work under pressure and resolve conflicts in a fast-paced environment.
- Strong organisational skills with a keen eye for detail and effective time management.
- Experience of managing budgets and projects.
- Proficiency in Microsoft Office Suite.
- Experience in Health and Safety Management.
- Desirable: Previous experience in a similar role within the hospitality or holiday park industry.

## Personal Qualities

- Discreet and trustworthy.
- High level of professional and personal standards.
- Performance-driven work ethic.
- Flexible to work weekends, holidays, and peak periods as required.
- Consistently demonstrate and able to develop in others the Five Great Holkham Behaviors below.
- A full UK driving licence is required.

## Training

You will be required and encouraged to engage in a program of professional development.